

The American

BAKER

PUBLISHED FOR THE BAKERS OF AMERICA



...Associated with...

the NORTHWESTERN
MILLER

JUNE

Volume 18
Number 6

1950

25c. a copy
\$2 a year

Judge and Jury



THE consumer is judge and jury, all rolled into one. Dinner tables, lunch pails, and sandwich bags are the courtroom.

Customers have a right to be particular. And they are! The popular verdict will go every time to bakery products with taste

appeal — that familiar rich flavorful goodness.

INTERNATIONAL'S "Bakery-Proved"* Flours will help your products win the taste trial hands down. Scientifically milled to insure uniform baking results, they take the guess work and chance out of pleasing the customer.

* TRADE MARK



*20 Great Mills
Producing 95,000 Cwt. Daily*

INTERNATIONAL MILLING COMPANY
MINNEAPOLIS 1, MINNESOTA

Dry Yeast is Here!



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE 1, WISCONSIN

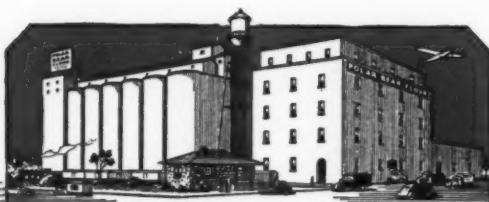




FLOUR IS KING

We could not give you POLAR BEAR quality at a lesser price and we would not reduce the quality of POLAR BEAR to put this famous brand on the price level of inferior flours. When it comes to baking value, POLAR BEAR remains, as it has for more than half a century, one of the market's "best buys."

Founded by
Andrew J. Hunt
1899



Ralph C. Sowden
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The NEW ERA MILLING COMPANY
ARKANSAS CITY, KANSAS



Mr. Baker-



are all tailor-made to your specifications

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Every order for flour is tailored to the specifications of the individual bakery that is to use it. The most modern laboratory control applied to the skillful milling of the finest hard wheat in the Northwest produces this made-to-order bakers' flour that is famous from one end of the country to the other.

Favorably situated, as we are, we specialize in tailoring flour for commercial bakers. And just as the joy of the garment is in its wearing, the satisfaction in SAPHIRE, JUDITH, GOLD CROSS and DAKOTANA flour is in its use.

Its reputation for outstanding quality and absolute uniformity, is supported by independent laboratory tests throughout the country, and the millions of loaves of better bread the nation's bakers bake with it.

Have SAPHIRE, JUDITH, GOLD CROSS or DAKOTANA FLOURS tailored to your individual specifications, too!

MONTANA FLOUR MILLS COMPANY

MONTANA FLOUR MILLS CO.
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Please have your representative call and give me complete information about milling flour to my individual specifications.

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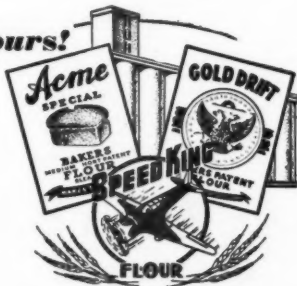


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Acme!

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from Country-run
Wheat located in
the very center of
America's greatest
wheat growing
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The American Baker

Published Monthly for the Bakers of America by
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(Executive, Editorial and Publication Offices at 118 So. 6th St.,
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SUBSCRIPTION RATES: One year \$2, two years \$3, in U.S. or U.S. Possessions, Canada and Pan-America. Add \$1.50 a year for postage to other countries. Single copy 25¢. Entered as Second Class Matter at the Minneapolis Post Office. Change of Address—Readers are urged to give prompt notice and to anticipate change in near future by two weeks' advance notice. Ask postman for form 22-S to advise of this change.

CABLE ADDRESS: "Palmking," Minneapolis, New York, Chicago, Kansas City, London and Toronto.

TELETYPE CALL NUMBERS: Minneapolis, MP 179; Kansas City, KC 295; Chicago, CG 340; New York, NY 1-2452; Washington, D.C., WA 82.

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The Northwestern Miller • Feedstuffs • Milling Production

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Bemis is also a major supplier of cotton, paper and waterproof laminated bags and bag-closing materials.

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Here's why Bemis is Burlap Bag G. H. Q.

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- Experience—Producers and users alike accept Bemis' grading of Indian burlap as the standard for the industry. You benefit from our knowledge of quality.
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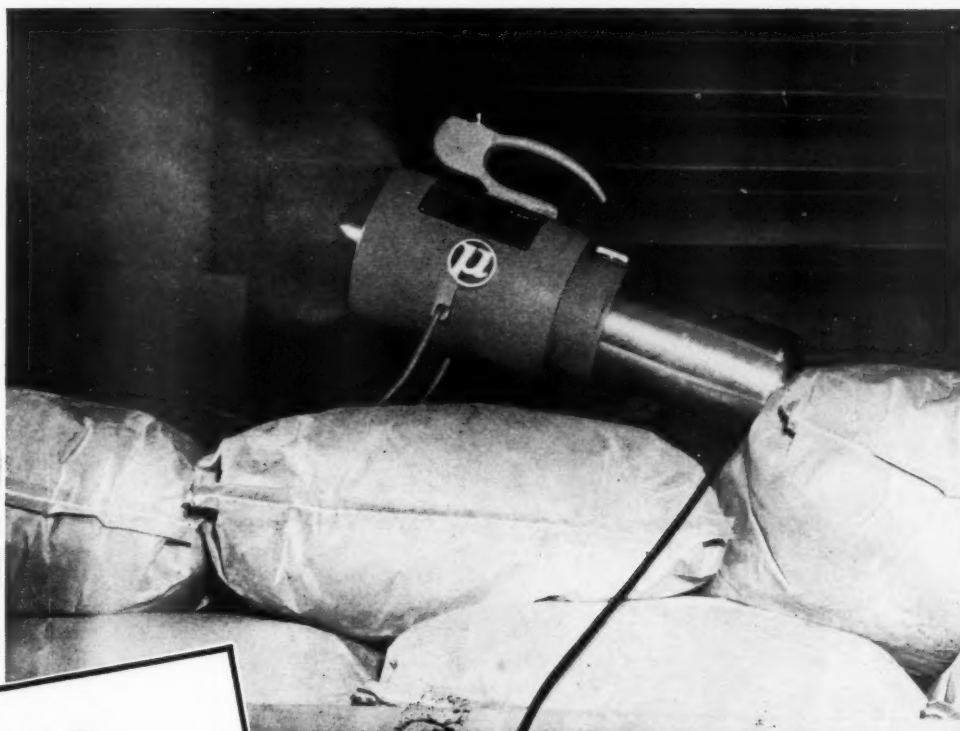
- Bemis Band-Label Burlap Bags, with crisp, bright Bemis printing, set a new high in saleability for your product.

- Facilities—16 plants and 15 additional sales offices, strategically located, assure a dependable source of supply and prompt service.

Bemis



Shown at the right is the Microsol Mechanical Aerosol Fog Generator at work in a loaded car of flour.



**SAFE
IN TRANSIT
TOO!**

BOXCARS are a source of much insect trouble for baker and miller, especially when the hot summer sun is at work. That's why we have made a new addition to our program of purity protection for Imperial and Velvet flours. It is a Microsol Mechanical Aerosol Fog Generator. And here's the way it works:

After the usual spraying of each boxcar before loading, we turn on our fog generator. A powerful electric motor turning 16,000 R.P.M. breaks up a Pyrenone oil spray into such small particles that it remains suspended in the air for 24 hours. Every part of the car gets the beneficial treatment with this efficient insecticide. In addition, your flour is packed in a Pyrenone treated bag. The tape, filler cord both top and bottom, and the outside sleeve are treated with a minimum of 50 milligrams of Pyrenone per square foot.

With this treatment, Imperial and Velvet flours will reach you in the most sanitary condition, just as they left our mill.

**WALNUT CREEK FLOURS
GET ADDED PROTECTION**

**- PYRENONE SPRAYS -
ON ALL SHIPMENTS**

**IMPERIAL and VELVET
FLOURS GET the BEST
in PURITY PROTECTION**

We want Walnut Creek flours to be the purest on the market and we take every possible step to guard their purity. We follow all the good housekeeping rules in our mill. We have an efficient central vacuum cleaning system. We have a "push button" system of mill fumigation which permits us to fumigate with gas anytime the machinery is not running. This system reaches 264 vital spots in our mill. We constantly police our entire plant and continually check our products in the laboratory.

WALNUT CREEK
Milling Company
GREAT BEND, KANSAS

T. H. SHERWOOD
Vice President and Gen. Mgr.



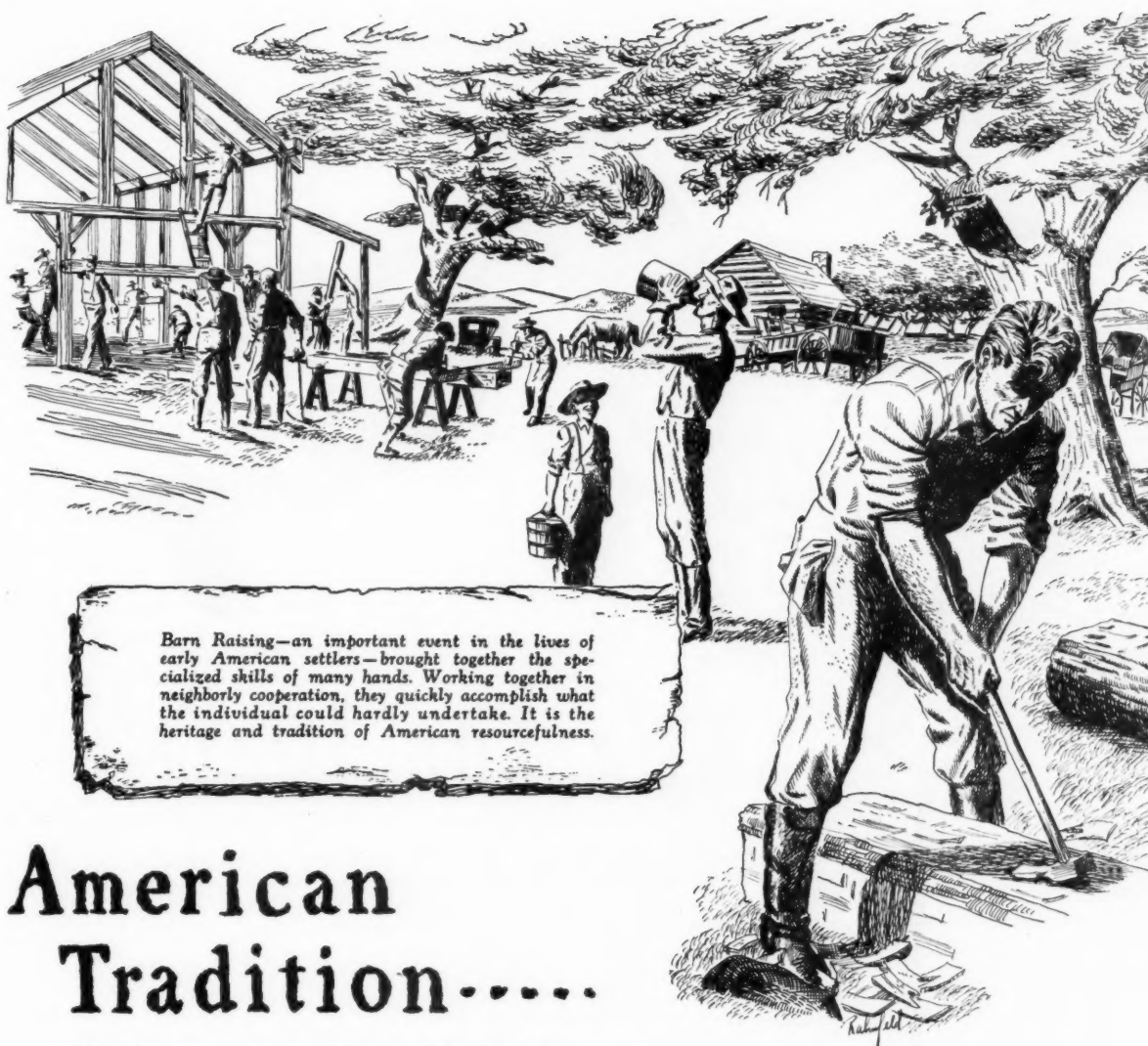
THERE is no better way to build a solid bread business than to buy ingredients absolutely known to be dependable and sound in quality. And flour is one big controlling factor in the sum of ingredient quality. No baker can make a more serious mistake than to sacrifice the reputation of his product for the negligible and illusory saving in price between a high grade and ordinary flour. That's why **TOWN CRIER** is such a good buy.



*The Millers'
Advertising
Program
—Boosting
Bakers' Sales*

THE MIDLAND FLOUR MILLING CO.

KANSAS CITY



Barn Raising—an important event in the lives of early American settlers—brought together the specialized skills of many hands. Working together in neighborly cooperation, they quickly accomplish what the individual could hardly undertake. It is the heritage and tradition of American resourcefulness.

American Tradition.....

This fine American tradition is likewise the working principle in Flour Mills of America. The joining together of many flour mills, each with its own particular facilities for the milling of fine bakers flours, under one executive responsibility and control, is a distinct contribution to baking progress.

Millions of bushels of good wheats from which to select the best for modern baking values, modern scientific and technical controls in milling production, and high standards of uniform baking performance, assures the American Baker of unexcelled service in a wide variety of dependable flours, control-milled to meet his particular needs.

Depend on Flour Mills of America for *Performance Flours*.

Flour Mills of America, Inc.
KANSAS CITY, MISSOURI

Kansas Flour Mills Co., Kansas City, Missouri; Great Bend
Fort Scott, Larned, Kansas; Alva, Oklahoma.
Valier & Spies Milling Co. and Sleepy Eye Mills, St. Louis, Mo.





BILL STERN TELLS ANOTHER SPORTS STORY



One hot day, years ago, a salesman was driving along a road in California when he grew thirsty and stopped at a farm for a drink of water. Suddenly, he was startled to see a lanky boy, dressed in overalls and heavy farm shoes, pole-vaulting in a spinach patch. The runway was between two rows of vegetables. The boy was leaping as high as 13 feet into the air. Upon inquiry, the salesman discovered that the flying farm boy was 18, had just finished high school, and was set to devote his future to working on his pop's farm.

So, the salesman hopped back into his car, rushed to see his friend, Flint Hanner, who happened to be the track coach at nearby Fresno State College, and he told him of his amazing discovery. Thus began the saga of the "Flying Dutchman" — Cornelius Warmerdam.

It didn't take long for Cornelius Warmerdam to show the sports world how high is up. His record of 15 feet, 8½ inches is a tall monument to the greatness of a farm

boy discovered in a spinach patch, who amazed the world by becoming the first and only man in history to leap more than 15 feet into the air, not once, but forty-three times to create the most remarkable series of records in the full history of track competition!

It seems that the sky was just about the only limit to the matchless "Flying Dutchman." Of course, there are other examples of seemingly limitless effort right in our own industry. Take Commander-Larabee's brand new "daylight" packing plant, for instance. Designed to pack in only 8 hours the entire 24-hour production of the huge Kansas City mill, the new plant opens the way to a host of milling advantages . . . longer milling runs, finer, more accurate blends . . . all so that you, our baker-customer, can be assured of the *finest flour milled!* Ask your Commander-Larabee representative for more details on the new "daylight" plant . . . discover what it can mean to *you!*



WHEN PERFORMANCE COUNTS . . .

Commander-Larabee Milling Company

GENERAL OFFICES

MINNEAPOLIS • 2 • MINNESOTA

Editorial . . .

A Note of Optimism

SOMETIMES and to some people an addition to the number of mouths to be fed may be an embarrassment. Not so to the baker, who can see in another mouth only another customer.

In the first decades of this century experts in such matters saddened us with the thought that by 1950 the population of the U.S. would be stabilized at around 145 million. After that, some of them said, it would be more likely to decline than to increase.

Until 1940 it looked very much as if the experts might be right. Then came the upset of calculations incidental to World War II—the tremendous upsurge in the baby business which doubled the rate of population growth in the decade just ended. The census that will be taken in April is expected to confirm the most extravagant of anticipations and to justify a far more optimistic view of the prospects for the next half century than seemed possible a few years ago.

Present official estimates indicate a count of 151 millions. This would be a gain of 19 million in the past 10 years—nearly half the population of France, nearly the whole population of Mexico. The count in 1900 was 75,994,545, so that in the past 50 years the number of our inhabitants has almost exactly doubled. Averaging things out, this means that there have been a million new bread eaters at the beginning of each year.

The significance of the reference to bread in this last statement should be studied. Each of these million new persons did not become the buyer of a new automobile, or a house or a vacuum cleaner or a horse. In a general way the million made things somewhat better for everyone who in some way could contribute to the satisfaction of a human need, yet the benefit to industry was varied—to one industry more, to another less. But to the bread industry the benefit was virtually complete. From cradle to grave each of the human units in these annual increments of a million—save for a handful of diet crackpots—would be an eater of bread, and in the provision of it there was no baker who could not participate if he would.

Next Month . . .

● **CHIFFON PIES** for the summer months—something special for the baker to offer the housewife that will be particularly suitable for dessert during the hot, humid months to come—will be the subject of next month's formulas feature by A. J. Vander Voort, technical editor of *The American Baker*. Chiffon pies are light and fluffy looking, cool and appealing in appearance, and can be made with different fruits to lend variety to the showcase or refrigerated case.

● **SUPERMARKET** bakery departments offer the baker good opportunity for sales volume, according to Thomas L. Awrey, Awrey Bakeries, Detroit. In an article in *The American Baker* for July, Mr. Awrey gives special attention to the "maze of information" which must be compiled before the bakery operator can determine whether he should set up an outlet in a particular store: The general business situation, traffic, competition, marketing distribution, total volume of market, and the location of the bakery department itself in the market.

Should there be pessimists among us who persist in looking upon the dark side of things—who would rather contemplate the still declining per capita consumption than to look upon the brighter aspect of increasing population—we can show by a little arithmetic that even this sad tendency toward lesser bread eating has been far more than offset by the greater number of bread eaters. Per capita consumption of flour in 1900 was about 230 lb., and the 76 million Americans living at that time may be presumed to have eaten a total of 175 million sacks. The 1950 per capita seems to be about 137 lb., and at this rate 151 million people would consume 206 million sacks. The difference of 32 million is a ponderable gain, which may be averaged out at around 600,000 sacks a year.

But if the per capita should rise no more there still would be brightness ahead because of the promised trend of population. Forecasts of growth during the next 25 to 50 years are being revised upwards by today's experts as a result of what has happened in the last decade. Previously, the best hopes had been that by 1975 or 1980 the peak would be 160 to 165 million. After that it was supposed there would be a decline. But now good reasons are found for thinking that by 1975 there may be 185 million Americans, and possibly as many as 200 million in the year 2000. A lot of expansion in bakery sales could be ciphered out of this situation.

The Strike Threat

(See Story on Page 13)

THE agreement which ended the threat of a strike of 2,500 bakery workers in more than 30 plants of the Continental Baking Co. marked the passing of a serious crisis in baking industry labor-management relations. The main issue in the dispute had been a union demand that Continental Baking Co. be left out of local meetings with employers' bargaining groups so that a single nationwide contract could be negotiated with the company. The importance of the outcome of the situation was readily recognized by baking industry employers throughout the country.

Under the agreement, which was reached through the efforts of the Federal Mediation Conciliation Service, the basic disagreement will now be decided by the National Labor Relations Board. This orderly resort to the NLRB as an alternative to the use of economic force for a determination of the appropriate unit for bargaining is to the great credit of both parties to the dispute. Cyrus S. Ching, director of the Federal Mediation and Conciliation Service, put this credit into words when he praised both parties involved for their cooperation in averting the strike.

"Faced by what seemed to be an unsolvable problem," he said, "the parties proceeded to resolve it with patience and forbearance. They might have slugged it out as some unions and employers occasionally do, without regard to the damage they would do to themselves and the injuries that they would inflict upon the public. Their decision to resort to orderly and peaceful methods of resolving their difficulties represents a triumph in sound common sense and social responsibility. The manner in which they made use of mediation gives promise of good and mutually profitable relations in the future."

It is to be sincerely hoped that the labor-management relations in the baking industry, which have been so good in the past, will continue to be "good and mutually profitable." This continuation of common sense bargaining is to the advantage of both management and the worker.



AIB CORNERSTONE LAID: Leaders in the baking industry were present in Chicago recently for the laying of the cornerstone of the baking industry's new million dollar American Institute of Baking building in Chicago. The importance of education and science to the industry was emphasized by Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., president of the institute.

Details on page 10

BREAD STANDARDS EXPECTED: Proposed definitions and standards of identity for various bread and rolls are expected to be issued by the Federal Security Agency about the first of August, the board of governors of the American Bakers Assn. was told at the recent meeting of the ABA governing body in Colorado Springs. The final standards will probably not go into effect until late this year. The governors also heard reports on the progress and future plans for the Bakers of America Program and discussed plans for the 1950 convention of the ABA, scheduled for Chicago in October.

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ARBA CONVENTION SET: Final plans have been arranged for the 32nd annual convention of the Associated Retail Bakers of America in Long Beach, Cal., June 12-14. Important addresses on industry problems, merchandising and production will be delivered by speakers in and out of the baking industry; demonstration bakeries and production sessions are scheduled throughout the three-day meeting. Manufacturers' exhibits will be on display in the Long Beach Municipal Auditorium, site of most of the convention's activities.

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CONTINENTAL STRIKE AVERTED: A scheduled strike of 2,500 bakery workers in more than 30 plants of the Continental Baking Co. was averted May 8 when the Bakery & Confectionery Workers International Union decided to present its case for a single nationwide contract with Continental to the National Labor Relations Board for decision. Both parties were praised by Cyrus S. Ching, director of the Federal Mediation and Conciliation Service, for their cooperation in averting the strike.

Details on page 13

FLOUR MARKET: With the harvest well under way in the Southwest and spring wheat seeding completed, markets are in the process of adjustment to the new crop basis, George L. Gates, market editor of *The American Baker*, points out. In the month ending June 7 wheat and flour price declines have not been as great as during the comparable period a year ago. Despite improvement in crop prospects during the month, the amount to be harvested in the Southwest is expected to be considerably smaller than a year ago. At the same time, the smaller acreage of spring wheat and the late season require especially favorable growing conditions if a satisfactory crop is to be harvested.

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Cornerstone of New Million Dollar AIB Headquarters Laid in Chicago

CHICAGO—Leaders of the baking industry were present from many parts of the country May 13 for the laying of the cornerstone of the industry's new million dollar educational and scientific center at Ontario St. and McClurg Court, the national headquarters of the American Institute of Baking.

Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., president of the institute, presided and Paul Clissold, Baker's Helper, Chicago, was chairman of the cornerstone laying ceremonies. Reverend Harrison R. Anderson of Chicago's Fourth Presbyterian Church pronounced the invocation. There were brief addresses by Mr. Caster, by M. Lee Marshall, Continental Baking Co., New York, a member of the institute's board of directors and chairman of the board of the American Bakers Assn., and by Gerard R. Williams, Williams Baking Co., Scranton, Pa., chairman of the American Bakers Foundation. It was the foundation that established and built the trust fund for the erection of the new building.

History Reviewed

Mr. Caster emphasized in his talk the importance of education and science in the baking industry, and reviewed the history of the institute in these fields. Simultaneously with the founding of the institute 31 years ago, the School of Baking and its laboratories were established. Both basic and applied research is done in the laboratories, and the school has graduated more than 2,000 civilian bakers and about 1,000 officers and men for the U.S. Army Quartermaster Corps, it was pointed out.

In addition to school and laboratories, the new building, which covers 40,000 sq. ft. of space, will house the Louis Livingston Library of Baking, the consumer service department and the department of safety and sanitation as well as the executive and business offices of the institute.

Modernistic in design, the building,

which is of white Indiana limestone, will have 40,000 sq. ft. of space, and will be air-conditioned. There will be nine laboratories for both basic and applied research, and a laboratory for the instruction of the students enrolled in the institute's school of baking. Value of the equipment for the laboratories of the new building is \$85,000. The school of baking, which is one of the oldest in the country, has graduated more than 2,000 civilian students, and during the war trained 936 officers and men for the Quartermaster Corps of the Army. Every state in the Union and 17 foreign countries have been represented by students at the school. William Walmsley is principal, and William W. Prouty, assistant principal, with a staff of five additional instructors in scientific subjects and baking practices. Manufacturers have donated more than \$100,000 worth of machinery for use in the school.

The institute's Louis Livingston Library, a memorial to one of Chicago's

early leaders in the baking industry, is widely recognized as one of the country's most extensive collections of literature on baking.

There are about 70 employees at the institute, more than 30 of whom make up the professional staff. Its consumer service department has a test kitchen which develops uses for bakery products and distributes this information to media throughout the country that carry food news. It also works in the area of nutrition education, cooperating with schools and other agencies concerned with the nation's nutritional status.

A department of safety and sanitation works directly with the industry in meeting its problems in these fields. Throughout the country, short courses covering these subjects are held, staff members work directly with bakery plant managers, and lectures, printed materials and movies are used to disseminate the necessary information and instructions.

Sanitation Course Attracts Bakers from Seven States

CHICAGO—Nineteen organizations and seven states were represented at the special course in bakery sanitation given by the American Institute of Baking in Chicago May 21-24. Lectures and demonstrations were given by the AIB staff.

Following the AIB sanitation course scheduled for June 4-7 at the Jung Hotel in New Orleans, courses will not be held until the Sept. 10-13 meeting in St. Louis. Registrations are now open for this session. Complete information may be secured by writing the Department of Sanitation, American Institute of Baking, 1135 Fullerton Ave., Chicago.

M. Lee Marshall Addresses AIB Graduating Class

CHICAGO—Trained men and women who have energy, willingness and the ability to think are needed by the baking industry. This important fact was emphasized by M. Lee Marshall, Continental Baking Co., New York, member of the board of directors of the American Institute of Baking, in his address at commencement exercises for the 56th class of the AIB baking school May 19. To stress further the value of training, Mr. Marshall compared the cornerstone of AIB's new building with the graduates, saying that these graduates are "a more important cornerstone for the industry than any mass of concrete could ever be."

"That new building is a monument to our belief in this industry," he said, "just as you, the graduating class, are living evidence that we are in a growing, expanding, improving business. A business only grows when it gets new blood, and acquires new facilities."

Howard O. Hunter, executive vice president of AIB, spoke on the future training facilities of the school with the expanded resources, modern equipment and more convenient layout offered by the new building. In the absence, due to illness, of Louis E. Caster, president and chairman of the board of the institute, Mr. Hunter presented the graduation certificates to the members of the class.

The opening welcome was given by Dr. William B. Bradley, institute scientific director. Everett T. Waller, president of the school alumni association, extended the best wishes of all alumni and welcomed the graduating class into the alumni association.

The C. B. Morison Award, which is given to the student of each class who has shown the most progress during the course of instruction, was received by Paul L. Pope, Standard Brands, Ltd., Montreal. Presentation was made by Victor E. Marx,

American Dry Milk Institute, Chicago, chairman of trustees of the C. B. Morison Memorial Fund.

Ernest C. Evans, president of the class, and Kenneth Ochenschlager, secretary-treasurer, addressed the class briefly, paying tribute to the principal of the school, William Walmsley, and the school staff.

—BREAD IS THE STAFF OF LIFE—

Consumer Study Shows Preference for Soft Bread

MANHATTAN, KANSAS—A consumer preference survey conducted by the baking research laboratory, department of milling industry, Kansas State College, shows a better than 2 to 1 preference for soft textured bakers bread over the recently introduced "farm type" loaf.

Prof. John A. Johnson, in charge of the baking research laboratory, used 156 Manhattan families in the survey, supplying each family with unlabeled loaves of standard and "farm type" bread. The families reported their preferences on printed postcards left with the bread.

More than two thirds of the families buying bread regularly showed a preference for the soft-textured bread, Prof. Johnson said.

About 30% of the families indicated a preference for the "16% more flour" bread. Prof. Johnson said that the 30% figure was high enough to warrant bakers to produce the farm type loaf.

The purpose of the survey, he said, was to get information on whether the baking industry had "gone too far" in the direction of soft-textured bread. He added that the survey indicates that consumers generally are satisfied with today's bread.

You can't fool Buffalo Women

In spite of bubble gum, balloons and ballyhoo... they remain loyal to the bread that has always sold on quality alone... Buffalo's favorite...

Bond Bread

No baker can give you Bond quality at today's price—add premiums—and still make enough profit to stay in business. We think you'd rather not be fooled.



AD ON PREMIUMS—The fallacy of using premiums and giveaways to boost bread sales is being exposed in a new series of newspaper messages addressed to the housewives of Buffalo, N.Y., and surrounding communities by the General Baking Co. Under the headline "You Can't Fool Buffalo Women," the first advertisement in the campaign (see cut) points out that "no baker can continue to give customers Bond bread quality at today's prices . . . give away premiums, too . . . and still make enough profit to stay in business."



AIB CORNERSTONE—Leaders of the baking industry are shown above laying the cornerstone for the new million dollar educational and scientific center of the American Institute of Baking May 13 in Chicago. Louis E. Caster, president and chairman of the board of AIB, holds a level to make sure the cornerstone is in proper position as (left to right) Howard O. Hunter, executive vice president of AIB; M. Lee Marshall, member of the institute's board of directors and chairman of the board of the American Bakers Assn., and Gerard R. Williams, chairman of American Bakers Foundation, look on.

Standards Expected Around Aug. 1

ABA TO URGE GREATER USE OF BAKED GOODS TO CUT SURPLUS

American Bakers Assn. Board of Governors Meets—
Tentative Plans for 1950 Convention Outlined—
Progress of Bakers' Program Reported

COLORADO SPRINGS, COLO.—Proposed definitions and standards of identity for various breads and rolls or buns are expected to be issued about the first of August by the Federal Security Agency, according to a report presented at the May 14-16 meeting of the board of governors of the American Bakers Assn. here.

The report was presented by Gerard R. Williams, Williams Baking Co., Scranton, Pa., chairman of the ABA bread standards advisory committee, and Searing W. East of the ABA legal department. The final standards will "probably not go into effect until late this year," according to the report.

As a guide for the officers of the ABA and to aid the staff, a revised operating manual is in the process of development, M. Lee Marshall, Continental Baking Co., New York chairman of the board of governors, reported at the meeting.

The ABA sales trends reporting service was discussed at length and the opinion was expressed that this constituted a valuable service to determine trends of sales in the industry.

Efforts are being made by the association to enlist the Department of Agriculture in reducing the surplus of dried eggs and milk through greater consumption of bakery foods, it was reported. The governors expressed approval of a policy to insure adequate sugar supplies for the baking industry by the establishment of an adequate quota of sugar under the Sugar Act of 1948.

The association's accomplishments in retaining railway express commodity rates on bakery products was outlined by Joseph M. Creed of the ABA Washington office.

Henry Stude Honored

In recognition for his outstanding services to the baking industry for many years, the board of governors voted a lifetime membership to Henry Stude, a past president of ABA, and instructed that an engrossed copy of the resolution passed be prepared and forwarded to him.

Tom Smith, ABA secretary, reported that ABA and AIB membership payments for the current year were far ahead of the 1949 schedule. He interpreted this to mean membership and industry interest in the activities and accomplishments of both the association and American Institute of Baking is mounting. He stated that a comparison of the aggregate annual sales of membership compared to the 1947 Census of Manufactures for the entire industry shows that ABA is "truly representative of the entire industry from the volume of production standpoint." More complete statistics on this point will be compiled, Mr. Smith said.

By unanimous vote H. Leslie Popp, Perfection Biscuit Co., Ft. Wayne, Ind., was elected to fill the biscuit-

and-cracker branch vacancy left by the death of Eugene K. Quigg. Resignation of Joseph M. Dawson, formerly of Spaulding Bakeries, Binghamton, N.Y., as governor-at-large was received.

It was unanimously agreed that the theme of the 1950 ABA convention, to be held in Chicago, be centered around the new AIB facilities. At convention time, dedication ceremonies of the AIB's new million dollar building will take place with Sunday, Oct. 15, being set aside as "ABA day."

The 1950 convention will open on Friday, Oct. 13, with a meeting of the ABA wholesale cake branch. The ABA wholesale bread branch will meet on Saturday, Oct. 14. Meetings of the other branches are being scheduled, and plans for valuable general sessions are being made.

Plans for the 1951 convention were discussed, and the subject was referred to the executive committee to recommend a location and date.

A nominating committee of five members was elected. They are Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., chairman; Harold Kilpatrick, Kilpatrick's Bakery, San Francisco; Lewis Graeves, Charles Schneider Baking Co., Washington; Harry Zinsmaster, Zinsmaster Bread Co., Duluth, Minn., and Daniel Uhrig, Purity Bakeries Corp., Chicago.

Fred L. Cobb, Cobb's Sunlit Bak-

ery, Green Bay, Wis., chairman of the baker-miller relations committee, reported that continued study is being made on the problem of infestation in freight cars for flour transportation. This problem is being jointly attacked by the milling and baking industry and the American Institute of Baking's sanitation department is co-operating.

The morning session of May 16 was turned over to John T. McCarthy, Jersey Bread Co., Toledo, Ohio, president of ABA, and he in turn presented Walter H. Hopkins, director of the Bakers of America Program, explaining that his recent induction into office had not permitted him to become familiar with the details for such a presentation, and that he would be better prepared at the next meeting.

"Tie-ins" Emphasized

Mr. Hopkins outlined with slides the manner in which the policies adopted by the program and planning committee in January have been made effective for the 1950 program. Mr. Hopkins emphasized the "tie-ins" in the bread advertising campaign with such related foods as peanut butter, hamburgers, soups, cheese, olives, pickles and spreads of all kinds.

"The 1950 program is separated into really several types of advertising—one for bread, others for cake and sweet goods," Mr. Hopkins pointed out. "The current cake ad covers angel food. A later cake ad will cover cup cakes. There is a separate campaign also in progress for pie with the first ad featuring apple pie and cheese. The second will be cherry pie and ice cream."

Emphasis was put on the great amount of the total fund that is being spent for consumer advertising and consumer education—more than 80% for these activities.

(Continued on page 76)

Senate Rejects Reorganization Plan No. 12

WASHINGTON—The Senate May 11 rejected Reorganization Plan No. 12 by a vote of 53 to 30. The plan, a proposal of President Truman which would have gone into effect May 23 unless congressional action had been taken, would have eliminated the office of general counsel of the National Labor Relations Board.

The Senate rejection of the plan was a stinging defeat for the President and for national labor organizations that have concentrated their anti-Taft-Hartley Act strategy in this session of Congress on ousting Robert N. Denham, NLRB general counsel, by reorganizing his job out of existence. The action leaves Mr. Denham in a position independent of the NLRB and, in effect, responsible only to a congressional watch-dog committee.

The American Bakers Assn., the Associated Retail Bakers of America, the U.S. Chamber of Commerce and other national organizations were active in opposing reorganization Plan No. 12.

—BREAD IS THE STAFF OF LIFE—

Compromise Made on Express Rates for Baked Products

WASHINGTON—The Railway Express Agency has agreed to continue the existing commodity rates for bakery products with the understanding that bakery products would hereafter pay on a gross weight basis instead of a net weight basis, as is the practice now.

The American Bakers Assn., reporting this agreement to its members, has asked all members who filed petitions for suspension of the proposed rate increases to now withdraw their petitions. The ABA has filed a withdrawal of its petition.

"We believe this is a fair settlement of the issue," the ABA said. "Our failure to accept this compromise would undoubtedly lead to higher rates."

—BREAD IS THE STAFF OF LIFE—

C. J. McAfee Leaves Baking School Staff

OKMULGEE, OKLA.—C. J. McAfee has left his position as experimental bakery instructor at the Oklahoma A. & M. School of Baking, according to a recent announcement by John C. Summers, manager of the school. Lloyd Farthing, Eldorado, Kansas, an honor student of the Jan. 14 graduating class of the baking school, has been employed as experimental bakery instructor. Mr. Farthing had 12 years baking experience before enrolling for training Jan. 14, 1949, and made an outstanding record as a student.

Hearing on Proposed Change in Definitions for Flour Delayed

WASHINGTON — The Food and Drug Administration has asked the Millers National Federation to submit additional evidence concerning the use of ammonium persulfate as an optional ingredient in flour.

Officials of FDA say that the request for a hearing by the federation, filed March 14, to consider the inclusion of ammonium persulfate as

an optional ingredient in flour may cloud the issue which has been involved in the hearings on bread standards. The use of ammonium persulfate in bread doughs was also discussed at the bread standards hearings.

According to FDA officials, it is likely that the decision on the bread standards hearings will determine the question of the use of ammonium persulfate and the recent appeal of the federation will be resolved at that time.

At the recent Millers National Federation convention in Chicago it was decided to defer action on the hearing until after the bread standards have been announced.

—BREAD IS THE STAFF OF LIFE—

GORDON B. ROCKAFELLOW NAMED PURITY TREASURER

CHICAGO—At a meeting of the board of directors of Purity Bakeries Corp. May 9, Gordon B. Rockafellow was elected treasurer and secretary to succeed John Pirie, retiring treasurer and secretary.

NOMINATIONS FOR ABA GOVERNORS BEING MADE

CHICAGO—Nomination forms for for the election of branch and regional governors have been mailed to members of the American Bakers Assn. Elections occur in three branches—wholesale bread, multi-state and biscuit and cracker—and in 12 regions.

The 1950 ABA nominations and elections committee is composed of William Clemens, Trausch Baking Co., Dubuque, Iowa, chairman; George M. Harriss, Lloyd J. Harriss Pie Co., Chicago, and Robert M. Woods, Woods Bakeries, Inc., Evanston, Ill.

Final Program Plans Arranged for 32nd ARBA Convention June 12-14

CHICAGO—Final program plans for the 32nd annual convention and exhibit of the Associated Retail Bakers of America in the Municipal Auditorium at Long Beach, Cal., June 12-14, have been completed.

According to local headquarters of the ARBA, the convention program will officially open June 11 when special trains from the East will arrive at Riverside, Cal., for church services. A visit to Mission Inn will be a part of the itinerary and breakfast and lunch may be obtained there. The trains will proceed to Long Beach that afternoon and registration will begin then, with registration booths set up at the major hotels: The Wilton, the Lafayette and the Villa Riviera.

The convention proper will get under way Sunday evening at 7 p.m. with the President's Reception in the Sky Room of the Wilton Hotel. The first general session will be held at the concert hall of the Auditorium building the morning of June 12, with George Lauck, Lauck's Bakery, Fresno, Cal., and William Schonloeber, Aunt Jennie's Bake Shop, Rochester, N.Y., as co-chairmen of the day. Other features of the first day of the convention will be the opening of the exhibition hall on the first floor of the auditorium building and production clinics in rooms A and B of the auditorium building. Mr. Lauck will call the session to order and Hugh Ebmeier, priest of the Church of the Latter Day Saints, will pronounce the invocation, followed by Paul Clissold, Bakers Helper, Chicago, leading the group in singing the national anthem.

Walter M. Jennings, executive secretary of the Associated Retail Bakers of America, will discuss the program. Hugo Ebmeier, Ebmeier Bakery, Montrose, Cal., the general convention chairman, will speak on the goal of the baking industry and the ARBA. Paul Helms, Helms Bakeries, Inc., Los Angeles, will welcome the visiting bakers. Harold B. Pritchard, vice president of the Bank of America, will also speak as a member of the welcoming committee.

Albert E. Wiehn, Wiehn's Bakery, Cleveland, president of the ARBA, will be followed by Arthur Van de Kamp, Van de Kamp's Holland Dutch Bakeries, Los Angeles, speaking as the convention keynoter on the theme, "Sell—Serve—Satisfy." The report of the nominating committee will follow.

Mr. Jennings will then speak on the convention promise, followed by the official opening of the exhibition hall.

Demonstration Bakeries

In the demonstration bakery, sweet goods will be the subject under discussion with Frank Jungewaelter, research and merchandising director, ARBA, Chicago, acting as coordinator, Ralph Herman, General Mills, Inc., Minneapolis, as commentator, and Walter Frey, Procter & Gamble Co., Carl Barthel, National Yeast Co., and Frank Momazi, Standard Brands, Inc., as demonstrators.

Arthur J. Forsman, Red Star Yeast & Products Co., Milwaukee, and Paul Busse, Anheuser-Busch, Inc., Chicago, will be in charge of production clinics. Louis J. Dutt, Dutt's Bakery, Pittsburgh, and first vice president of the ARBA, is chairman of the June 13 session.

One of the features of that day will

be a California Bakers Forum, sponsored by the Allied Trades of the Baking Industry of Southern California. After Mr. Dutt calls the session to order, Robert Shipp, chairman of the allied group, will outline the plan of the day, followed by Walter Hopkins, director, Bakers of America Program, Chicago, speaking on the progress of the bakers' promotional program.

Women's Panel Featured

A women's panel will be a feature of this session with Arthur Pion, Swift & Co., as moderator. Mabel Harris, Swift & Co., and Minette Crouch, General Mills, Inc., Minneapolis, will be members of the panel. Kay Williams, Standard Brands, Inc., New York, will present the new film, "Avenues of Opportunity."

John P. Garrow, Chapman & Smith Co., Chicago, and president of the Allied Trades of the Baking Industry, will speak on "Isn't It Time to Step Out and Sell?" George Chussler, Bakers Weekly, Chicago, will follow him. Ennis Gicker, the Western Baker, will introduce William E. Doty, California Raisin Advisory Board, Fresno. Mr. Doty will present to Mr. Wiehn, as president of the ARBA, a gavel as a gift from bakers in Japan.

As a feature of the allied luncheon in the Marine Room of the Wilton Hotel, the Forum Award will be presented by the allied trades of Southern California, and E. M. Stuart, general manager of the Broadway Store, Los Angeles, will speak on "Feel Your Muscle."

Specialty profit builders will be the theme of the demonstrations in the production clinic. In addition to Mr. Jungewaelter and Mr. Doty, Harvey J. Patterson, Pillsbury Mills, Inc., Minneapolis, will act as commentator. Demonstrators will be Roy Rich, Consumer Yeast Co., H. J. Broadbeck, Brolite Co., and Mr. Doty. In the clinics, Frank Helmer, Wesson Oil &

Snowdrift Sales Corp., and Boston Strause, Boston Strause, Inc., San Diego, will appear.

Entertainment Scheduled

A cocktail party in the hotel and dinner with entertainment following in the auditorium will climax that day's convention session.

Bernard E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., is chairman of the June 14 session of the convention.

Following William A. Quinlan, general counsel of the ARBA in Washington, speaking on developments in the Washington scene, a panel discussion on "Manpower—Its Recruitment and Training" will be featured with Phil Orth, Jr., Ph. Orth Co., Milwaukee, president of the National Bakers Supply House Assn., as moderator. Members of the panel will be Mr. Dutt, Otto Lindstrom, Racine, Wis., William Francis Ireland, Los Angeles, and Howard O. Hunter, director, American Institute of Baking, Chicago. Mr. Wiehn will then preside at the election of new officers of the association.

Mr. Jennings will then speak on "Have We Kept Our Promise?" M. G. Rhodes, president of the local allied trades group, will introduce Goodwin Knight, lieutenant governor of the state of California, with "Selling—Service—Satisfying" as the theme of his talk.

Cream cakes and custards will be discussed in the demonstration bakery under Mr. Jungewaelter with William Wunluck, Durkee Famous Foods; Jack Schneider, Jack Schneider Co.; Fred Wheeler, Armour & Co., and Paul Pfrommer, Durkee Famous Foods, as commentators. R. L. Mourer, Swift & Co., and E. F. Briggs, Bakery Equipment Manufacturers Assn., will appear on the production clinic.

Memorial Fund Contributions for ATBI Pass Half-way Mark

NEW YORK—Widespread and enthusiastic response to the appeal of the Allied Trades of the Baking Industry for the 30th anniversary memorial fund has already resulted in contributions that have passed the half-way mark, according to a recent AIB announcement.

J. U. Lemmon, Jr., Doughnut Corporation of America, New York, general chairman of the fund, has reported that all four sections of the country are heading towards their full quotas, with the mid-western region

holding a definite edge under the leadership of J. P. Garrow, Chapman & Smith Co., Chicago; Ralph S. Herman, General Mills, Inc., Minneapolis, and William Stoneman, Jr., the Panipus Co., Kansas City, serving as regional co-chairmen.

Other regional co-chairmen who report that they and their fellow allied tradesmen are all set for a driving finish, include the following:

East—J. Miles Decker, James M. Decker Co., Inc., Baltimore; Joseph L. Carroll, Pillsbury Mills, Inc., Philadelphia, and Seth Wood, the E. M. Noel Co., Boston.

South—Lester Dowe, Lester Dowe Bakery Machinery Co., Atlanta, and H. J. Slocum, Standard Brands, Inc., Birmingham.

Pacific Coast—Walter J. Malberg, Standard Brands, Inc., San Francisco, and Leon Gazarian, Rosenberg Bros. & Co., San Francisco.

As previously announced, the purpose of the ATBI's Fund is to establish a memorial in the names of the founders of the Allied Trades of the Baking Industry through the presentation of the board of directors room and president's office in the new

American Institute of Baking building in Chicago.

All allied tradesmen who have not yet had an opportunity to contribute have been urged to do so whether or not they are members of the national association. A complete list of names of contributors will be released as soon as the fund's goal of \$3,500 has been reached. Contributions are to be mailed to Claude A. Bascombe, treasurer, Allied Trades of the Baking Industry, 595 Madison Ave., New York 22. Checks should be payable to "The 30th Anniversary Memorial Fund."

—BREAD IS THE STAFF OF LIFE—

Severe Labeling Law Proposed in Louisiana

BATON ROUGE, LA.—New and severe labeling requirements for both bread and flour are prescribed in a bill—S.B. 61—recently introduced in the legislature of Louisiana as an amendment to the present labeling statute.

The proposed law would require flour and bread to bear a label giving the "quantity per pound and the percentage by weight of all of the ingredients thereof and, additionally, in the case of bread, the weight of the loaf, the caloric value per pound, the minimum percentage by weight of protein, . . . of milk solids, . . . of egg solids and the maximum percentage by weight of water in the loaf when wrapped."

A hearing on the bill is planned but no date has been set.

Meanwhile, opposition to the bill has arisen in baking, milling and flour distributing circles. The Tri-State Bakers Assn. has circularized all Louisiana bakers urging them to contact their legislators and protest the proposal. Bakers are reported objecting strenuously to the proposed labeling requirements as "unnecessary, impossible to carry out, confusing to consumers and costly to bakery operators."

The New Orleans Flour Assn. is also working against the bill through its attorney and secretary.

—BREAD IS THE STAFF OF LIFE—

NINE ACTIONS INVOLVING BAKERY GOODS REPORTED

WASHINGTON—Dispositions of nine cases involving adulteration of bread and other bakery products were reported in recent issues of Notices of Judgment Under the Federal Food, Drug and Cosmetic Act. The cases were instituted in the U.S. district courts by U.S. attorneys acting upon reports submitted by the Federal Security Agency.

The dispositions, in most instances involving fines and destruction of the products, were made between May 23, 1949, and Nov. 16, 1949.

CORRECTION

R. E. Watson, who was recently elected president of the Biscuit & Cracker Manufacturers Association of America, was incorrectly identified in the convention report that appears on page 64 of this issue of *The American Baker*. Mr. Watson is president of the Weston Biscuit Co., Inc., Passaic, N.J.

Continental Workers' Strike Averted

NLRB WILL DECIDE BASIC ISSUE ON BARGAINING UNIT

Continental Baking Division of Union Files Petition With NLRB for Certification—Both Parties Praised for Cooperation

WASHINGTON—A scheduled strike of 2,500 bakery workers in more than 30 plants of the Continental Baking Co. was averted May 8, when the Bakery and Confectionery Workers International Union, through the efforts of the Federal Mediation and Conciliation Service, decided to present its case for a single nationwide contract with Continental to the National Labor Relations Board for decision.

The strike had previously been postponed from May 1 to May 8 while representatives of the union and the Continental Baking Co. met with government mediation officials. Following the agreement, the union called off its threatened strike and unfair labor practice charges which had been filed were withdrawn. The action removed a condition which had stalemated negotiations between local unions and employers' representatives for several weeks and bargaining sessions were resumed on a local basis.

Subsequently, on May 15, the Continental Baking division of the international union filed a petition for certification as representative of the employees of the Continental Baking Co. with the New York regional office of the National Labor Relations Board. This petition was filed by Wesley Reedy, chairman of the Continental Baking division of the union, and seeks to establish a nationwide unit of all the production workers in the 82 plants of the Continental Baking Co.

The settlement agreement also contemplated that various local bargaining groups around the country, of which the Continental Baking Co. is a member, might also file similar petitions in various regional offices of the NLRB requesting that bargaining be continued as in the past through these local employer groups. Several of such petitions were expected to be filed in the near future, according to George Faunce, Jr., vice president and legal counsel of the Continental Baking Co.

"The settlement contemplates that the company will request and recom-

UNION PRESIDENT MAKES CHARGE

CHICAGO—William F. Schnitzler, president of the Bakery and Confectionery Workers International Union, has charged that the baking industry "goes out of its own ranks to select the men in charge of its labor relations to the detriment of sound employee relations." The charge was made in an article scheduled to appear in the June issue of the union's journal.

mend withdrawal of all unfair labor practice charges against the union," an announcement by the mediation service reported. "It provides for orderly resort to the National Labor Relations Board as an alternative to the use of economic force for a determination of the appropriate unit for bargaining; and it indicates how bargaining between the parties shall proceed until a final adjudication of the issue can be obtained, without prejudice to the conflicting claims of the parties."

Settlement of the basic disagreement, therefore, must now be made by the National Labor Relations Board. In the meantime, negotiations

of contracts that are currently expiring are expected to be made under the bargaining procedure that has been followed in the past.

The main issue in the dispute has been a union demand that Continental Baking Co. be left out of local meetings with employers' bargaining groups so that a single nationwide contract could be negotiated with the Continental Baking Co. The union established the Continental Baking division to handle this campaign for negotiations of the Continental contract.

M. Lee Marshall, chairman of the board of the Continental Baking Co., complimented the mediation service for its successful efforts in averting the crisis.

"This is a striking example of the work of the Federal Mediation and Conciliation Service," he said. "The entire baking industry can be thankful to Cyrus S. Ching and his associates."

Both Parties Praised

Mr. Ching, director of the Federal Mediation and Conciliation Service, praised both parties involved for their cooperation in averting the strike.

"Faced by what seemed to be an insolvable problem," he said, "the parties proceeded to resolve it with patience and forbearance. They might have slugged it out as some unions and employers occasionally do, without regard to the damage they would do to themselves and the injuries that they would inflict upon the public. Their decision to resort to orderly and peaceful methods of resolving their difficulties represents a triumph in sound common sense and social responsibility. The manner in which they made use of mediation gives promise of good and mutually profitable relations in the future."

Bulletin on Wage, Hours Provisions Available

WASHINGTON—Bakers who have doubts as to whether or not their employees are covered by the wage and hours provisions of the Fair Labor Standards Act have been advised by the American Bakers Assn. to obtain an interpretative bulletin on the subject recently issued by the government.

Title of the bulletin is "Interpretative Bulletin of General Coverage of the Wage and Hours Provisions of the Fair Labor Standards Act of 1938, as Amended." It appeared in the May 17 issue of the Federal Register beginning on page 2923, copies of which may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25. The bulletin may also be obtained from local wage-hour division offices.

Revised regulations concerning record keeping under the Fair Labor Standards Act will go into effect June 19. The regulations, as revised, are set forth in the May 20 issue of The Federal Register on pages 3096-3101. The provisions of most interest to bakers have been reported in a recent bulletin of the ABA.

—BREAD IS THE STAFF OF LIFE—

Haislip Baking Co. Quits Business Following Strike

NORTON, VA.—As a result of business losses suffered through a "wildcat" strike, the Haislip Baking Co., one of the large wholesale bread bakeries in southwestern Virginia, has announced that it was going out of business.

The strike began May 29, Fred B. Greear, company attorney, said, when two employees who were dismissed persuaded the rest of the company's 70 workers to walk out. Mr. Greear said the men were discharged because a union contract provision stipulates that a man is considered to have resigned if he misses work and has no excuse. The two discharged employees left work on May 28 and had no excuse when they returned on May 29, the company attorney said.

Company officials said the strike was in defiance of their contract and against specific instructions of regional leaders of the United Construction Workers Union, an affiliate of the United Mine Workers.

The company statement added that the strike had destroyed the business of the company and that the firm had decided that it could not operate at a profit in the future.

The Haislip company, which sold bread throughout most of southwestern Virginia and southeastern Kentucky, had a payroll of \$5,000 a week. The company and its predecessor, the Norton Baking Co., had been in business here for about 30 years.

New Senate Bill Would Include "Bobtailers" Under Security Law

WASHINGTON—The Senate Finance Committee has reported out a bill revising the present social security law which specifically defines as an employee "an agent-driver or commission-driver engaged in distributing meat products, bakery products or laundry or dry cleaning services." If the bill becomes law, baking industry "bobtailers" would be brought under coverage of the social security laws, industry officials have pointed out.

In a recent bulletin to its members, the American Bakers Assn. urged bakers to write their Senators asking that agent-drivers not be defined as employees, but be classified as among the self-employed.

"While this definition of itself might not include 'bobtailers,'" the ABA said, "the committee's report specifically states that the definition is meant to include independent distributors whether or not they own the trucks they use, or whether they receive a commission or purchase the products and resell them at a higher price. All this means that a person who, at common law, has always been considered an independent contractor for the purposes of the social security law now becomes an employee. It further means that employers

will have to make payments on his account the same as for employees, keep records and have all the attendant responsibility, without any control over the individual. Much confusion will result if this provision becomes law."

In the House version of the bill amending the social security laws "bobtailers" are not included in the coverage.

The attitude of baking industry operators regarding the "bobtailer" appears divided with some declaring that the "sooner the baking industry is rid of these independents the better off for the industry." Others however, who have used these independents to maintain distribution and plant production say they cannot, except at great expense, replace them. The main objection of the bakers to the proposed amendment to the present law is that it places the responsibility for "bobtailers" on the baker without giving him any control over them.

The general opinion is that if the Congress brings "bobtailers" under the scope of the social security laws it probably forecasts the end of this operation, which is an economic hangover from the horse and wagon delivery.

STRIKES TIE UP ILLINOIS AND DENVER BAKERIES

No settlement had been reached early in June in strikes involving 59 bakeries in 37 southern Illinois cities and 11 major Denver bakeries. Inside bakery workers in Illinois were scheduled to meet with government conciliators and management to reconcile increased wage demands. In Denver, bread production has been sharply curtailed even though some independent plants are back in production using nonunion help. Truck drivers are inactive, compelling grocery outlets to pick up their own consignments of baked products.

Switch to New Crop Prices Under Way

DECLINES MODERATE AS FIRST 1950 WHEAT REACHES MARKET

Buyers Delay Purchasing of Needs in Anticipation of More Favorable Flour Quotations; Ample Wheat Supply Offset by Support Program

By GEORGE L. GATES
Market Editor of The American Baker

With harvesting of the southwestern winter wheat crop well under way and the delayed spring wheat planting completed, markets are in the process of adjustment to the new crop basis. The usual seasonal downturn in wheat and flour prices has been lagging somewhat this year, although wheat quotations at Chicago and Kansas City by early June showed moderate reductions from a month earlier. Quotations on hard winter wheat flour from the Southwest dropped 10@15¢ sack during the period. This price action contrasts rather sharply with developments a year ago when quotations on new crop flour well under the previous prices were possible. Buyers had an opportunity to book substantial quantities when the crop movement was just getting started.

As harvesting progresses northward and receipts at terminals increase further price declines are expected this season. However, many observers believe that the price line will not be dented as deeply as last year and that quick recovery is fairly certain. Even though the crop in the Southwest made a good comeback in the past month the total to be harvested is smaller than a year ago, and the government's price support program will continue to function as a barrier to extreme declines.

The spring wheat outlook, of course, is an important part of the price picture too. The crop is in but is up to five weeks behind last year and probably on reduced acreage. This means that particularly favorable growing conditions will be needed through the summer to assure a crop approaching normal size. Spring wheat flour quotations were up 30@40¢ sack in early June as compared with a month earlier as the wheat market at Minneapolis reflected the crop uncertainty.

These and a number of other factors which must be considered in appraising the June market situation are discussed in the following paragraphs.

SOUTHWESTERN HARVEST MAKES RAPID PROGRESS

First wheat from the 1950 crop arrived in Fort Worth May 24, and from then on harvesting has been going ahead at a rapid pace. With cash wheat prices at or above the expected price support level, producers were selling a good portion of their crop. Yields per acre generally are running better than expected, a factor which will contribute to a larger total crop. Also, first arrivals were of higher protein than the average last year. As yet no serious storage problems have developed, although it is possible that a jam may develop later on, possibly as critical as the one last year. Even though the crop is

smaller there will be just as large supplies on hand because of the large carryover. More will be concentrated in northern areas because of the relatively greater crop losses in the southern sections. Inability to secure storage, of course, will have an influence on farmers' marketing plans, although in the past the government has allowed producers to secure price support loans on wheat stored on the ground.

GAIN IN OUTTURN GENERALLY EXPECTED

It is generally expected that the next official estimate of winter wheat production will show a sizeable gain from the forecast issued May 1. At that time the crop was estimated at 690 million bushels. A private crop statistician in early June placed the outturn at 720 million bushels which represented an increase of 52 million bushels from his own May 1 estimate. Production of winter wheat last year totaled 902 million bushels, and average production over the last 10 years was 759 million bushels.

SPRING WHEAT PLANTING COMPLETED IN N.W.

After a long delay because of wet fields, spring wheat seeding made rapid progress in the final two weeks of May. No comprehensive estimate of the acreage planted has been made, although reliable observers believe that probably 10% less land was planted to wheat this year. While recent weather has been favorable for development of spring wheat and many fields are up to good stands, the weather during the next three months will be vital to the crop. Hot weather during the critical development stages could seriously

harm the late crop and early frosts also could further cut the yield. These doubts have been reflected in the wheat market at Minneapolis, where prices in early June were up about 2¢ from early May. Total spring wheat production, estimated earlier at 300 million bushels, could fall below last year's output of 245 million bushels, according to some observers.

SUPPLIES ADEQUATE FOR EXPECTED DEMAND

In spite of the prospects for a smaller crop this year, supplies will be more than ample for expected demand during the 1950-51 crop year. The carryover this year will be about 150 million bushels larger than last year, the result mainly of a sharp decline in exports. Early in the crop year it was expected that foreign nations would take 500 million bushels of U.S. wheat. This estimate was revised downward periodically, and now it appears that the total exports will fall short of 300 million bushels. For the coming year, it is estimated that exports will be between 200 and 250 million bushels as the same factors which contributed to this year's decline continue and others enter the picture. European crop prospects are good, and other wheat exporters are favored because of price advantages and the desire of importers to use their limited dollars for other U.S. goods. Just recently Russia has indicated willingness to supply eastern Europe with grain needs.

PRICE SUPPORT PLAN REMAINS DOMINANT

While there definitely will be no pinch of wheat supplies in the U.S., the price support program may be expected to do its job. Most of the expected carryover will be in government hands. This wheat will be held from the domestic market except at prices well above current levels. The government is sure to gain control of a large share of the 1950 wheat through the loan program. Although this had not been announced by early June it was expected to be put into effect momentarily. Congress has approved \$2 billion more for price support, the delayed action which U.S. Department of Agriculture officials said was needed to make the program announcement possible. Parity prices

for wheat advanced 3¢ in May, and indications are for a slightly higher wheat support level this year as the loan figure will be based on June parity. Producers, therefore, will have an opportunity to get prices as high as last year through loans or purchase agreements if not on the open market. This is the governing factor on wheat and flour values. Inflationary tendencies in the whole U.S. economy also may be considered a bullish influence on grain markets.

BUYERS WAIT FOR BEST NEW CROP QUOTATIONS

As this is written, most flour buyers were still waiting for the right spot to book new crop flour. Some of the larger chains have put their operations on a price-date-of-shipment basis for June; others are buying only hand-to-mouth. Because of an especially sharp rise in millfeed prices in early May, good reductions in flour quotations were possible and buying was fairly heavy for a time. However, the drop in millfeeds was as drastic as the climb, and millfeed credits in flour quotations were trimmed accordingly.

—BREAD IS THE STAFF OF LIFE—

NET PROFIT REPORTED

TORONTO—Consolidated Bakeries of Canada, Ltd., has reported a net profit of \$246,951 for 1949 as compared with \$251,562 for 1948. G. A. Morris, chairman of the board, in the annual report said that sales volume was well maintained despite severe competition. Operating conditions at the beginning of the year showed considerable improvement but toward the end of the year costs in general and wages in particular began to rise and lower earnings than hoped for resulted.

—BREAD IS THE STAFF OF LIFE—

Flour Output Reported Up During March

WASHINGTON—Wheat flour production during March, 1950, totaled 20,043,000 sacks, 13% above the output for the preceding month, according to an estimate made May 17 by the Bureau of the Census, U.S. Department of Commerce.

The March, 1950, output was but 2% lower than the output for the corresponding month of 1949. Flour mills operated at 63.6% of capacity in March, the Census Bureau report stated.

March wheat grindings amounted to 46.6 million bushels, compared with 41.2 million bushels in February and 46.9 million bushels in March of 1949.

Wheat offal output was 402,000 tons, compared with 356,000 tons in February.

Kansas, Minnesota and New York mills accounted for much of the gain in production. Comparative figures for the three leading states are: Kansas, 3,257,000 sacks in March and 2,790,000 sacks in February; Minnesota, 2,383,000 for March and 2,235,000 in February; New York, 2,597,000 for March and 2,221,000 sacks in February.

These figures on flour production,

Summary of Flour Quotations

June 3 flour quotations per sack (100 lb.). All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring family	\$...@7.25	\$...@6.90	\$...@...	\$...@...	\$7.35@7.45
Spring top patent	5.85@6.15
Spring high gluten	...	6.10@6.30	6.25@6.30
Spring short	...	5.95@6.15
Spring standard	5.75@5.95	5.75@5.95	...	5.80	5.95@6.00
Spring first clear	5.10@5.40	5.25@5.65	...	5.20	5.20@5.30
Hard winter short	5.55@5.75	...	5.30@5.45
Hard winter standard	5.45@5.65	...	5.15@5.28	...	6.00@6.05
Hard winter first clear	4.10@4.30	...	5.70@5.75
Soft winter short patent	6.10@6.75	...	6.60@6.70	...	5.80@5.85
Soft winter standard	5.95@6.50
Soft winter straight	5.25@5.35	...	5.60@5.65
Soft winter first clear	5.35@5.80	4.50	4.70@4.75
Rye flour, white	4.40@4.45	4.20@4.50	...	4.90	5.10@5.15
Rye flour, dark	3.40@3.85	3.50@3.70	...	4.15	4.35@4.40

	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring family	\$...@7.40	\$7.40@7.65	\$...@7.70	\$7.18@7.70	\$...@...
Spring high gluten	6.40@6.60	6.60@6.70	6.42@6.52	6.50@6.55	...
Spring short	...	6.20@6.30	6.32@6.42	6.35@6.45	...
Spring standard	6.10@6.30	...	6.12@6.22	6.20@6.30	...
Spring first clear	5.55@5.80	5.80@5.95	5.57@5.83	5.40@5.95	...
Hard winter short	6.00@6.20	5.90@6.00	6.12@6.27	5.85@6.15	...
Hard winter standard	5.70@5.90	5.80@5.90	5.82@5.92	5.65@6.05	...
Soft winter straight	5.50@5.70	...	5.52@5.72
Soft winter standard	...	4.90@5.15
Rye flour, white	4.75@4.85	4.80@4.90	...	4.85@4.90	...
Rye flour, dark	4.10@4.15	...

the Census Bureau said, represent the production of all commercial flour mills in the U.S. About 96% of the totals are reported by the 400 largest mills and the balance is estimated. The estimated portion is derived from an annual survey of the smaller mills.

Following are detailed statistics of state-by-state flour output for the month, with comparisons.

MARCH FLOUR PRODUCTION

Flour production by states in the U.S. for February and March, 1950, with comparisons, as reported by the Bureau of Census, U.S. Department of Commerce (in sacks, 000's omitted):

State—	March, 1950	Feb., 1950
California	405	345
Colorado	321	251
Illinois	1,120	960
Indiana	348	262
Kansas	3,257	2,790
Michigan	388	355
Minnesota	2,383	2,235
Missouri	1,648	1,674
Montana	287	279
Nebraska	506	401
New York	2,579	2,221
North Dakota	233	251
Ohio	872	800
Oklahoma	965	757
Oregon	383	291
Texas	1,197	958
Utah	235	297
Washington	629	642
Wisconsin	210	205
Other states	1,977	1,701
Total	20,043	17,705

Data for 1950 are estimated, based on reports from mills with a daily capacity of over 400 sacks. Estimates are shown only for states in which the mills reporting each month accounted for more than 90% of the total production during the year ended Dec. 31, 1949.

Rye Flour Output

WASHINGTON—Rye flour production by U.S. mills during March, 1950, totaled 177,000 sacks, an increase of 8% over the February output of 164,000 sacks and 3% below the rye flour output of March, 1949.

DUVERNOY & SONS BUYS FLEETWOOD BAKING CO.

NEW YORK—Duvernoy & Sons, Inc., hotel, restaurant and institutional bakery of this city, has acquired all of the outstanding stock of the Fleetwood Baking Co., Mount Vernon, N.Y., as of April 22, according to an announcement by Russell E. Duvernoy, secretary-treasurer of the firm. Kenneth H. Adcock has been appointed plant manager.

The Fleetwood Baking Co. is one of the largest baking plants in Westchester County. Since its founding in 1937 it has expanded from delivering bread, rolls and cake to the grocery and restaurant trade to include house-to-house deliveries under its own brand name, Peter Pan. Earl F. Weisbrod has been president and treasurer.

Among the other wholly-owned subsidiaries of Duvernoy & Sons, Inc., are L'Etoile Bakery, Inc.; University Bakery, Inc.; Frank C. White, Inc., and Genuine Skool Corp.

AMERICAN BAKERIES DIVIDEND

ATLANTA—The board of directors of the American Bakeries Co. May 18 declared a quarterly dividend of 50¢ a share, payable July 1 to stockholders of record June 15.

NATCO REPORTS NET

CHICAGO—H. V. McNamara, president of the National Tea Co., has announced that the net profit of the company for the period Jan. 1 to March 25, amounted to \$997,375, after making provision for federal income taxes amounting to \$610,000. This result compares with a profit of \$1,061,739, after making provision for federal taxes of \$635,000, for the corresponding period in 1949. After

deducting preferred dividends, the above results are equivalent to \$1.27 a share in 1950 and \$1.33 a share in 1949 on 769,380 shares of outstanding common stock.

ORTMAN BAKERIES BUYS BOND PLANT IN OMAHA

OMAHA—Ortman Bakeries has announced the purchase of the plant and equipment of the Bond Bread Bakery Co. Lawrence Ortman, head of the firm which bears his name, said the purchase was an "investment" and protection for the future. The present Ortman plant is located on the site of Omaha's proposed new postoffice. Just when Ortman will move to the new plant is not known. The Bond firm, a division of the General Baking Co. of New York, revealed that it will cease operations in Omaha June 3. It will not open another Omaha plant, according to H. L. Widmier, manager.

P. & G. DIVIDENDS

CINCINNATI—The Procter & Gamble Co. has declared a regular quarterly dividend of 65¢ a share on its common stock, and an extra fiscal year-end dividend of \$1.10 a share, both payable May 15. Prior to a stock split of 1½ for 1 on March 21, a regular quarterly dividend of 75¢ a share had been paid on the common stock.

P & G REPORTS NET

CINCINNATI—The Procter & Gamble Co. has reported consolidated net profits of \$49,004,168 for the nine months ending March 31, 1950, equal to \$5.08 a share of common stock. For the similar period in 1949, the consolidated net profits were \$33,581,913, or \$3.48 a common share.

PURITY BAKERIES' NET FOR QUARTER REPORTED

CHICAGO—The Purity Bakeries Corp. for the 16 weeks ended April 22, 1950, has reported a consolidated net income of \$1,001,685 after interest, depreciation, federal taxes, all other charges and deduction for minority interest. This net income amounts to \$1.24 a share on 805,045 shares of common stock outstanding, and compares with a net income of \$882,896 or \$1.10 a share for the first 16 weeks of 1949.

The board of directors has de-

May Flour Production Shows Increase Over April Total

Flour mills reporting their production to The Northwestern Miller manufactured 13,081,682 sacks of flour during May. This is an increase of 806,832 sacks over the April output. The same mills reported production of 12,345,418 during May, 1949, or 736,264 sacks less than for the past month. Two years ago the production for May was 15,460,626 sacks and three years ago 16,844,811. Based on the Bureau of the Census production for March, the latest available, mills reporting to The Northwestern Miller in that month made 69.8% of the total flour production in the U.S. Assuming these mills accounted for the same proportion of the total U.S. production in May, the figures reported to The Northwestern Miller for that month indicate that total flour production for the U.S. was 18,742,000 sacks.

Monthly flour output, in 100-lb. sacks, with comparisons, as reported to The Northwestern Miller by mills in principal producing areas:

	May 1950	*Previous month	1949	May 1948	1947
Northwest	2,913,533	2,485,575	2,697,238	3,417,541	4,125,422
Southwest	4,969,712	4,709,668	4,512,369	6,156,678	6,301,905
Buffalo	1,999,423	1,991,511	1,964,244	2,086,235	2,407,528
Central and Southeast	2,165,880	2,206,694	2,065,650	2,342,644	2,320,237
North Pacific Coast	1,033,134	881,402	1,105,917	1,467,528	1,689,789
Totals	13,081,682	12,274,850	12,345,418	15,460,626	16,844,811
Percentages of total U.S. output	69.8	69.8	72	70	67
Ten companies	636,552	575,064	580,081	1,037,547	687,183

*Revised.

The Stock Market Picture

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange and the New York Curb Market:

	1950	1950	1950
	High	Low	Close
Burby Biscuit Corp.	5 3/4	3 3/4	4 1/4
Continental Baking Co.	19 1/2	14 1/2	15 1/2
Continental Baking Co., \$5.50 Pfd.	100	95 1/2	97 1/2
General Baking Co., \$8 Pfd.	12	10	10 1/4
Great A. & P. Tea Co.	166	156	155 1/2
Great A. & P. Tea Co., \$5 Pfd.	146 1/2	128 1/2	139 1/2
Hathaway Bakeries, Inc., "A"	137	130	134 1/2
Horn & Hardart Corp. of New York	11 1/2	10	10 1/2
Horn & Hardart Corp. of New York, \$8 Pfd.	34	32 1/2	32 1/2
National Biscuit Co.	167	158	158
National Biscuit Co., \$7 Pfd.	39 1/2	35 1/2	36 1/4
Purity Bakeries Corp.	186	181 1/2	185 3/4
Sunshine Biscuits, Inc.	34 1/2	30	30 1/2
United Biscuit of America	63 1/2	55	61 1/2
United Biscuit of America, \$4.50 Pfd.	33	28	28 1/2
Wagner Baking Co.	110	106 1/2	107 1/2
Ward Baking Co., Warrants	9 1/2	7	7 1/4
Ward Baking Co.	6 1/2	4 1/4	4 1/4
Ward Baking Co., \$5.50 Pfd.	10 1/2	9 1/2	10 1/2

Closing bid and asked prices on stocks not traded June 3:

	Bid	Asked
Horn & Hardart Corp. of New York, \$5 Pfd.	108 1/4	110
Omar, Inc.	17 1/4	18
Wagner Baking Co., Pfd.	110	112

*Previous close.

Kansas Field Day Set for June 16 at Overland Park

KANSAS CITY—Arrangements for the seventh annual Kansas Wheat Improvement Assn. Field Day to be held June 16 at the Uhlmann Farms near Overland Park, Kansas, are near completion, Jess B. Smith, president of the association, announced. Previously, it had been reported that the field demonstration would take place on June 17, but because that traditional date falls on Saturday this year the program was moved forward one day.

Featured address during the speakers' portion of the program will be given by M. Lee Marshall, chairman of the Continental Baking Co., New York.

The plots near the grove where the formal program will be held will include the bottle-feeding of wheat plants with nitrogen to raise the protein. While this project is still in the experimental stage, it is definitely known that the protein has been raised by as much as 7% by this procedure.

The wheat varieties, 22 in number representing 98% of the seeded acreage in Kansas, will be nearing maturity and will show to their best advantage, C. E. Skiver, director of the association, declared. In the past, hundreds of farmers and industrial representatives have come to get information regarding varieties to use on their farms and in their operations.

The planning and testing of these wheat plots has been under the direction of Mr. Skiver, C. T. Hall, county agricultural agent, Johnson County, and Kansas State College.

SHELLMAR SALES UP

MOUNT VERNON, OHIO—Consolidated net sales of all divisions of Shellmar Products Corp. for the first quarter of 1950 were \$8,068,973. This is an increase of 13% over net sales of \$7,100,356 reported for the same period of 1949. Net earnings for the quarter, after provision for taxes, were \$643,075, equivalent to \$1.52 a common share. Net earnings for the same quarter in 1949 were \$420,008, or 97¢ a common share.

Three State Groups Join for Meeting

BAKERS AT I-W-I CONVENTION URGED TO INCREASE SERVICE

Quality Vital, Keynote Speaker States—Problems in Industry's Health Defined—"Think, Work, Act" Theme Emphasized in Panel Discussions

By W. E. LINGREN and DON E. ROGERS
Editorial Staff, The American Baker

CHICAGO — Bakers and allied tradesmen from three states gathered at the Hotel Sherman here May 7-9 for the first joint meeting of the Indiana, Wisconsin and Illinois Bakers' Assns. The conference, billed as the I-W-I Bakers Convention, featured a program that would have done justice to a national convention.

The success of the first joint conference of the three bakers' groups was indicated by a vote taken at the final session of the convention in which preference was indicated for continuing the joint arrangement in future years.

The bakers attending the opening general session were urged to increase their service to the consumer if they would win their "fight to survive." The urging came from Walter M. Jennings, executive secretary of the Associated Retail Bakers of America, Chicago, who delivered the keynote address.

Mr. Jennings was substituting for Joseph Tombers, Purity Bakeries Corp., St. Paul, who was unable to make his scheduled program appearance because of illness.

"We must become quality-minded," Mr. Jennings said. "We must get back to work after enjoying a false wartime volume and false wartime profits."

Warns of Consumers' Power

He warned the bakers that the consumer, "the only real monopoly in the U.S.," can put anybody out of business by not buying his products and services.

Dr. Frank Princi, University of Colorado, Denver, Colo., discussed

the field of industrial hygiene and its application to the baking industry. He suggested a general national survey of the baking industry to determine health problems that are common to all bakers.

"The leading cause of death among bakers is respiratory diseases," he said. "We need to know the possible causative agents in the baker's environment, such as the effect of flour dust."

The physician, the industrial hygiene engineer and the chemist can combine, he said, in the study of causative agents and work toward elim-

inating health hazards in industry.

"It is the responsibility of any industry to properly police itself to maintain morale among the workers, to increase production and to serve the best interests of the public at large," he pointed out.

The role of the American Institute of Baking was outlined as the closing feature of the first session of the convention. L. E. Caster, Keig-Stevens Baking Co., Rockford, Ill., president of the AIB, discussed the record of the AIB School of Baking in the education of bakers. He cited the need for fundamental research by the baking industry through the AIB facilities.

Public Relations Emphasized

Dr. William Bradley, the AIB's scientific director, discussed the technique of influencing consumer attitudes through a program of proper public relations. He described how the AIB activities were designed to influence public opinion to the advantage of the baking industry.

Lloyd Salathe, sanitarian of the AIB staff, cited the increased pressure for improved sanitation in the baking industry and pointed out the profit for

I-W-I REGISTRATION TOTALS 680

CHICAGO—Registration at the Indiana-Wisconsin-Illinois Bakers Convention May 7-9 at the Sherman Hotel here totaled 680. Total registration of bakers and ladies was 301 and total allied registration was 316.

the baker in promoting a proper and adequate sanitation program. He described the program of the AIB's sanitation department in furnishing bulletins and posters, sponsoring regional sanitation courses and offering a bakery inspection program.

Separate Sessions Employed

The convention broke up into two sessions the afternoon of May 8 with retailers and wholesalers discussing their specific problems of operations.

Mr. Caster was chairman of the wholesalers' session. George Graf, Quality Bakers of America Cooperative, Inc., New York, was the moderator of a panel on distribution.

Members of the panel included: Harold Seeman, Seeman's Grocery, Milwaukee; E. E. Seeck, Strickland's Grocery, Oak Park, Ill.; Ray Ping, Erickson's Bakery, La Crosse, Wis.; Harold West, West Baking Co., Indianapolis, and Gus L. Fay, Bakers of America Program, Chicago.

Cooperation between the wholesale baker and his retail grocery outlets was the main subject of the discussion, and the value of a well-run bakery department to a grocery store was emphasized many times.

The current situation in Brown 'n Serve merchandising was reported by Tom Freer, General Mills, Inc., Minneapolis. He indicated that Brown 'n Serve sales had "slowed up," but expressed the opinion that the decline had leveled off to what can be expected as a normal volume. He urged the bakers not to abandon the new merchandising idea and to fit it into a permanent place in their production operations.

The importance of accident prevention in the bakery was stressed by Frank Wirken, safety director for Interstate Bakeries Corp., Chicago. He said that the baking industry had

I-W-I Convention Sidelights

Everett M. Dirksen, Pekin, Ill., former baker and former congressman from Illinois and a candidate for a U.S. Senate post in the coming election, closed the convention with a rousing call on the American public to "full time citizenship." Mr. Dirksen was introduced by Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill.

Just thinking about the corrections that are needed in the present trend toward more and more centralization of government is not sufficient, he said, adding that citizens must act and fight through their voting privileges to halt the waste and regimentation which result from bigness in government. Mr. Dirksen had many friends among bakers and allied men in the audience and his speech was exceptionally well received. He com-

plimented the baking industry as a whole on the relatively low price of bread and the abundance of it as one of the things which has made America great.

A model of the new building of the American Institute of Baking, which is now under construction in Chicago, attracted a lot of attention. Cornerstone ceremonies were held during the week of May 8. The AIB also displayed a line of its consumer service materials.

A style show of baked goods to tempt summer appetites was attractively displayed in racks, showcases and on tables in front of the speakers' table in the meeting room. There were dozens of pieces, the most "sum-

(Continued on page 66)



AT I-W-I CONVENTION—The photographs above were taken at the recent Indiana-Wisconsin-Illinois Bakers Convention held May 7-9 at the Sherman Hotel in Chicago. In the picture at the left, the principals behind the planning of the convention are shown chatting with one of the featured speakers. Left to right, they are: Charles P. Ehlers, Indianapolis, secretary of the Indiana Bakers Assn.; George Chussler, Bakers Weekly, Chicago, who served as general chairman of the convention; Thelma E. Dallas, Chicago, secretary of the Illinois association; Everett M. Dirksen, Pekin, Ill., featured speaker at the final session, and Fred H. Laufenburg, Milwaukee, secretary of the

Wisconsin group. In the second picture from the left, Walter M. Jennings, Associated Retail Bakers of America, Chicago, delivers the keynote address at the opening session of the convention. In the next picture, George Graf, Quality Bakers of America, New York, is shown as he appeared on the morning program of May 9. Some of the participants in the morning session of May 8 are shown in the final picture. Left to right, they are: L. E. Caster, Keig-Stevens Baking Co., Rockford, Ill., president of the American Institute of Baking; Dr. William Bradley, scientific director of the AIB; Lloyd Salathe, AIB sanitarian, and Jack Payne, Hampton Bakery, Red Key, Ind., president of the Indiana association, who served as session chairman.

QUALITY-PACKED

FROM

GENERATION

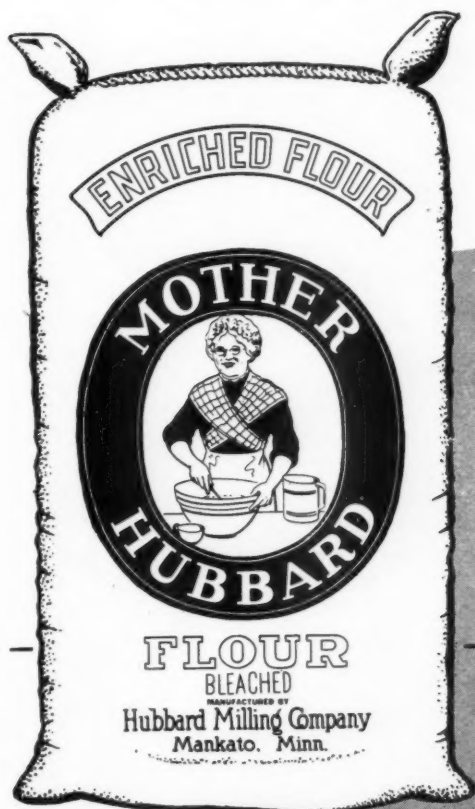
HUBBARD MILLING CO.

*other distinguished members
of the regular HUBBARD Line*

- SPRING MAIDE
- SUPERLATIVE
- OTSEGO

TO

GENERATION



FROM

1878 . . . UNTIL NOW!



HUBBARD MILLING CO.
MANKATO, MINNESOTA

established an "excellent record" in safety and urged that "we expand and study all factors contributing to safety."

Chairman of the retailers' session was Otto Bergt, Metz Bakery, Chicago, president of the Associated Retail Bakers of Greater Chicago.

"Retail bakers cannot expect too much without their own efforts," Mr. Bergt told the large group present. "You don't discover business, you develop it," he said.

The importance of bakers' associations was stressed by Mr. Bergt, and he chided the laggards for their indifference, singling out the ones who only come to their associations when they are in trouble.

Retailers' Panel Discussions

"Think, Work, Act" was the theme of the panel discussions at the retail bakers' session, with a panel devoted to each of the keynotes. Walter M. Jennings acted as panel moderator. "Think" was assigned to management, with John Ankerson, Scandia Bakery, Galesburg, Ill., talking on the training of veterans in the baking industry with the cooperation of the Veterans Administration. He said that one of the first hurdles was to locate textbooks and training tool kits for the trainees. Some of the baking allied trades firms came through with suitable books and the matter of tool kits was worked out with the Veterans Administration, he said.

Mr. Ankerson expressed concern over the small numbers of young men coming into the baking industry and urged immediate and extended efforts to interest young people to make a career of this work. An exchange system whereby employees would be allowed to work in other shops as a means of broadening their training and experience was recommended by Mr. Ankerson.

Otto Lindstrom, Lindstrom's Bakery, Racine, Wis., gave a very interesting talk on his own training program for neophyte bakers in his shop. He called his program "PEDA," which he broke down into the categories of "present, explain, demonstrate and apply." If the possibilities and goals of becoming bakers are properly presented to applicants, Mr. Lindstrom said, they will take better interest right from the start. Explaining their duties and responsibilities makes them understand the work quicker and better, he said. Demonstrating the proper methods of doing their jobs provides excellent visual training and the final point of applying what they have been taught makes a well-rounded mechanic for a retail shop, Mr. Lindstrom stated.

"Work" was discussed by the production segment of the retail industry. Joe Vann, Vann's Pastry Shop, Milwaukee, described the metric single unit system of weights, which converts all measurements into ounces, as a means of greatly simplifying production and cost accounting. This system does away with the confusion of calculating dozens, pounds, ounces, quarts, etc. The changeover is exceedingly simple, he said.

Al Petry, Crown Bakery, Crown Point, Ind., said the basic points to remember in getting Mrs. America to buy are an attractive store, neat and courteous employees and good quality products.

Speaking on the "Plus Factors for Your Business," Charles Oswald, Oswald's Bakery, Chicago, described the use of freezers as a method of equalizing bakery shop production and merchandising. The subject drew a large amount of discussion from the floor, indicating that the subject of

frozen baked goods is a project meriting considerable investigation by shops in areas of irregular retail turnover.

Some of the Chicago retail bakers took the position that selling baked goods in frozen state eliminated the important selling point of warm, fresh odor. Retailers in smaller cities, however, declared that consumers took to the frozen pieces with no resistance whatever and that the goods when thawed and oven-warmed had all of the original flavor and freshness. By producing the baked goods early in the week and placing them in the freezers, these bakers said

that it lessened the late-week overtime work frequently necessary to handle week-end rush periods. This reduced overtime wage costs and the system was favored by employees, it was reported.

Merchandising Panel

"Act" was discussed under the category of merchandising, with three women experts as the panel personnel. They were Mrs. Rose Muellner, Muellner's Bakery, Chicago; Mrs. Lucile J. Klein, Kullmann's Bakery, Milwaukee, and Miss Kay Williams, Standard Brands, Inc., New York.

The final general session of the con-

vention was held the morning of May 9.

Charles Harbaugh, the American Guard, Anderson, Ind., cited the need for "citizen action" against the current trend toward socialism in the U.S. government. He urged individual bakers to become active in organizing to prevent inroads being made on the individual freedom of U.S. citizens.

Walter Hopkins, director of the Bakers of America Program, Chicago, talked on the subject of "Let's Promote Our Industry." He reviewed the Bakers of America Program from its beginning and outlined its growth to

Make it better...



Better baked goods attract customers

Fine fermentation builds business

*Make 1950 your year
for better fermentation
...better baked goods
...better business*

There's a lot of talk today about building sales of bakery products—improving quality. A study of the situation reveals plenty of opportunity for the baker who

turns out high-quality baked goods.

Take white bread, for instance. Survey results published last year showed that 29.6% of the people customarily ate bread at no more than two meals per day. Nearly one-third of the public still has to be sold on including bread with the third meal.

Thus, with bread—and with every baked product, the need is to make it better—so that you'll sell more of it. It is not so much a question of getting business



Member

Fleischmann's

its current status as the baking industry's first national campaign to promote its own welfare. He pointed out plans for tie-ins with other products and discussed the advertising, public relations, merchandising and consumer service phases of the program.

"The Bakers of America Program must and will keep going forward in its original program," he said. "The original program as it was conceived included two phases: (1) to increase the consumption of bakery products and (2) to position the place of the baker in the minds of the American consumers."

Final speaker on the morning session of May 9 was George N. Graf, merchandising director, Quality Bakers of America Cooperative, New York City. Mr. Graf cited the decrease in the per capita consumption of wheat flour and pointed out the need for more aggressive salesmanship on the part of the baker.

"We need a more enlightened sales management," he said. "We need a more constructive program of product research, more distribution research, more support of the Bakers of America Program and more intensive advertising pressure at the local level."

New York Retail Bakers Discuss Future; Reelect Raymond Bleier

By GEORGE W. POTTS

Editorial Staff of
The American Baker

BROOKLYN, N.Y.—The "experts" may lean towards the theory that the future of the retail baking industry lies in a tie-in with super markets and the self-service plan of merchandising—but retail bakers seem to disagree.

This fact became apparent as both sides of the argument were presented by speakers on the program of the 55th annual convention of the New York State Association of Manufacturing Retail Bakers which attracted approximately 500 bakers, allied representatives and their friends to the Hotel St. George here May 14-16.

Dr. Rudolph Treuenfels of the staff of City College, lead-off speaker on the convention program, saw "a more conspicuous advance in food retailing in the past 15 years than in the preceding 150 years," noted the new concept of "the trading area" and the trend towards the pattern of super markets and self-service.

Although acknowledging the necessary position of the independent operator in the American enterprise scheme, he warned that the trend to larger units should be "watched with apprehension" by the retail bakers. This speaker stated that the trend, "not pleasant to foresee but inevitable," was towards more lines under one roof and urged the bakers to aim towards increased sales by finding their place in the local super markets.

A modified version of these themes was offered by Harry Cohen, of the same institution, in an address entitled "Is There a Revolution in Retailing?" Mr. Cohen also pointed to the "powerful movement towards self-service" and particularly self-selection, a trend which he contended should be seriously noted by bakers.

Changed Character Foreseen

Calling attention to the move towards self-selection and more items under one roof, he foresaw the possibility of the bake shop changing character and becoming a "dessert shop." In connection with the current trend he urged more related goods sold in one store, better display, accelerated sales promotion and sample offerings of products.

Taking an opposite stand on this argument and voicing the bakers' opinion, John M. Benkert, Benkert's Bakeries, Inc., Long Island City, past president of both the New York group and the Associated Retail Bakers of America, saw self-service rather impractical due to the very nature of the products created by the retail baker.

In a very informative address, Mr. Benkert pointed to quality and service as "the short road to success in the retail baking industry." He contended that the average retail baker does not pay enough attention beyond actual production and urged that until bakers follow through with their effort to see that their products get to the consumer's table in the same quality and condition in which they leave the production department.

In conclusion, Mr. Benkert suggested that the bakers give more time to their trade organizations and support the ARBA in the splendid work it is doing on their behalf.

Tying in with Mr. Benkert's philosophy that the retailer's product does not fit in the super market merchandising plan, Walter M. Jennings, executive secretary of the ARBA, stated that in his opinion "bakery products will not move on a self-service basis." He stated that for America to remain strong the independent business man must remain strong and referred to the retail bak-

(Continued on page 62)

Sell more of it!

from competition, as it is expanding the present market and winning new customers to quality-baked products . . . products that invite initial buying and enthusiastic repeat purchases.

Quality depends largely on fermentation

One key to quality-baked goods is fermentation. For the right kind of fermentation helps you meet changing conditions such as water and weather . . . helps you bake to meet the preferences of your particular market. Fermentation helps you "control" conditions so that you always give your customers fresh, flavorful, quality goods.

Yes, better baked goods depend on fermentation. Proper fermentation depends primarily on the yeast you use.

Fleischmann's Yeast— for finest fermentation

Constant improvement over the years has made today's Fleischmann's Yeast the finest that bakers have ever used.

Reasons for this are many. Each pure yeast cell isolated by the Fleischmann Laboratories' technicians is "babied" in the Fleischmann plants as it's grown and developed into thousands and thousands of pounds of baker's yeast.

During manufacture, for instance, the yeast is repeatedly washed in pure water to safeguard its uniformity. In the Fleischmann cutting and wrapping rooms, even the air is filtered to assure yeast purity. After manufacture, the yeast is checked at the plant and later in various Fleischmann control laboratories.

It is such endless, constant improvement and checking that gives you yeast that provides balanced fermentation . . . that "conditions" the dough batch throughout the entire fermentation stage. This helps assure good volume, grain, and texture in the finished baked goods.

In 1950, as for over 80 years, every facility and service of the makers of Fleischmann's Yeast will again be devoted constantly towards safeguarding

fermentation — your business
and our business



In the new,
bright blue-and-white
striped wrapper—

Yeast — always *"busy"* in the dough...
NEVER FLASHY...NEVER SLOW!

Use Egg Whites for Summer Profits

ANGEL FOOD SQUARES

Beat together on medium speed:

- 2 lb. egg whites
- ½ oz. cream of tartar
- ½ oz. salt

Add gradually:

- 1 lb. granulated sugar

When the mixture holds a crease, add:

- Vanilla to suit

Sift together thoroughly and mix in carefully:

- 1 lb. granulated sugar
- 1 lb. good cake flour

Deposit this mixture into three pans, size 8x14x2 in. Spread out evenly and bake at about 340 to 350° F. on double pans.

Allow the cakes to cool overnight and then cut each cake into 32 square pieces.

Dip each square into the following dipping icing and place them on screens, allowing them to drain and set.

Dipping Icing

Mix together in a warm water bath:

- 10 lb. powdered sugar
- ½ oz. salt
- 8 oz. corn syrup
- 3 oz. milk solids (non-fat)

Add and stir in:

- 4 oz. egg whites

Then add:

- 1 lb. 4 oz. warm water

Mix in thoroughly:

- 8 oz. butter or shortening

Then add:

- Flavor to suit

Note—The amount of water to use will vary depending upon the consistency desired.

After the icing has set, decorate the tops with small flowers or whatever design is wanted.

Then place each decorated square in an individual paper cup.

MACAROON COCONUT CUPS

Place in a machine kettle and beat on medium speed:

- 1 qt. egg whites
- ½ oz. salt
- ½ oz. cream of tartar

Using Egg Whites

Angel food and duchess cakes, macaroons, kisses and other appetizing cookies and cakes may be made more attractive to the consumer and more economical for the baker to produce through the use of egg whites. A quality product can be assured by the careful adaptation of the accompanying formulas to the baker's own shop practice. Additional formulas using egg whites were published in the April, 1950, issue of The American Baker. An effort to supply display shelves with an appetizing variety of products made with egg whites can help the profit column, particularly if the sales staff is made acquainted with the advantages of the products for summer eating, so they can sell the housewife.



A. J. Vander Voort
Technical Editor of The American Baker. An effort to supply display shelves with an appetizing variety of products made with egg whites can help the profit column, particularly if the sales staff is made acquainted with the advantages of the products for summer eating, so they can sell the housewife.

Baked Products Made with Egg Whites Rank High in Economy and Permit Production Variety

By A. J. VANDER VOORT

Technical Editor, The American Baker

Add gradually:

- 1 lb. granulated sugar

When the mix holds a crease, add:

- Vanilla to suit

Then mix together and fold in carefully:

- 1 lb. powdered sugar
- 1 lb. flour
- 1 lb. 8 oz. toasted macaroon coconut

Deposit into paper cups and bake at about 360° F.

MAPLE SYRUP ANGEL FOOD

Beat together on medium speed:

- 4 lb. egg whites
- 1 oz. salt
- 1 oz. cream of tartar

Add gradually:

- 1 lb. 8 oz. pure maple syrup

Sift together and fold in carefully:

- 2 lb. 8 oz. granulated sugar
- 1 lb. 8 oz. good cake flour

Deposit into pans of desired size and bake at about 340 to 350° F. After baking and when cooled, cover the cakes with the following icing.

Honey Maple Icing

Dissolve and place in a cake machine bowl:

- 2 oz. gelatin
- 1 lb. 4 oz. hot water (160° F.)

Add and beat up:

- 5 lb. powdered sugar
- ½ oz. salt

When about half beaten up, add and beat until stiff:

- 1 lb. 12 oz. honey

Then add:

- Maple flavor to suit

As soon as the cakes are iced, sprinkle the top edge of the cakes with fine grated sweet chocolate.

COMBINATION MACAROONS

Chocolate Macaroons

Mix together and heat to about 110° F.:

- 2 lb. 4 oz. granulated sugar
- 1 lb. 8 oz. macaroon coconut
- 8 oz. sliced bitter chocolate
- ¾ qt. egg whites (variable)
- ½ oz. salt
- Vanilla to suit

The egg whites will vary depending upon the dryness of the coconut.

Almond or Kernel Paste Macaroons

- 2 lb. 8 oz. almond or kernel paste
- 3 lb. granulated sugar
- 1 pt. egg whites (variable)

Break the paste into small pieces and add a small quantity of the whites at a time to smooth the paste. Alternate the whites and sugar until both are incorporated.

Add the chocolate macaroon mix to the almond or kernel paste mix and blend together thoroughly. Deposit on paper in the usual manner by using a No. 8 or 9 plain round tube and canvas bag. Place a pecan, walnut or a half glazed cherry in the center. Then bake on double pans at about 325 to 335° F. As soon as the macaroons are baked, wash them with the following glaze.

Glucose Glaze

Bring to a good boil:

- 1 qt. glucose
- 1 pt. water

When the glaze has set on the macaroons, turn the papers over and dampen with warm water, using a brush. Turn over again, and remove the macaroons.

ORANGE MARMALADE ANGEL FOOD

Beat together on medium speed:

- 3 lb. egg whites
- ¾ oz. cream of tartar
- ¾ oz. salt

Add gradually:

- 12 oz. granulated sugar

When the mixture holds a crease, add carefully:

- 1 lb. 4 oz. cake flour
- 1 lb. 8 oz. granulated sugar (well sifted together)

Then fold in carefully:

- 1 lb. 4 oz. orange marmalade

Deposit into pans of desired size and bake at about 340 to 350° F. After baking and when cooled, cover the cakes with the following orange icing.

Cream together:

- 5 lb. fondant
- 1 lb. 4 oz. emulsifying shortening
- ½ oz. salt

Stir in:

- 5 oz. evaporated milk

Then add:

- 6 to 8 finely chopped whole oranges

Note—The addition of a little orange color or a few egg yolks will improve the color of the icing. This icing may be used on the sunshine cakes by substituting lemons for oranges.

GLACED CHERRY SQUARES

Cream together:

- 2 lb. 8 oz. granulated sugar
- 1 lb. 4 oz. shortening
- 1½ oz. salt
- 8 oz. butter
- 8 oz. bread flour
- 1 lb. honey

Add gradually:

- 1 lb. 8 oz. egg whites

Stir in:

- 12 oz. liquid milk

Sift together, add and mix in:

- 3 lb. 4 oz. cake flour
- ½ oz. baking powder
- ¼ oz. soda

Then add:

- 3 lb. chopped glazed cherries
- 1 lb. mixed peel
- 1 lb. chopped pecans

Place into two greased and dusted 18x26 in. bun pans. Spread out evenly and bake at 350° F. After baking and when cool, ice with the following icing.

Fudge Icing

Cream together:

- 2 lb. powdered sugar
- 8 oz. shortening
- Vanilla to suit

Dissolve together and add slowly:

- ½ oz. gelatine

14 oz. hot water

½ oz. salt

Then add:

- 12 oz. butter

Stir in:

- 1 lb. honey

Sift together, add and mix in until smooth:

- 4 lb. powdered sugar
- 4 oz. milk solids (non-fat)

Then mix in:

- 2 lb. 8 oz. fine chopped glazed cherries

Cut the sheets into squares of desired size.

Note—A little red color may be added to the icing. The consistency of the icing may be varied by adding a little warm water or milk.

TUTTI-FRUTTI ANGEL FOOD

Beat together on medium speed:

- 4 lb. egg whites
- 1 oz. salt
- 1 oz. cream of tartar

Add gradually:

- 1 lb. 8 oz. granulated sugar

When the mixture holds a crease, add:

- Vanilla flavor to suit
- Almond flavor to suit

Sift together thoroughly and mix in carefully:

- 2 lb. 8 oz. granulated sugar
- 1 lb. 8 oz. good cake flour

Then add carefully the following mixture:

- 6 oz. shredded coconut
- 8 oz. chopped pecans
- 12 oz. chopped glazed cherries
- 4 oz. fine chopped glazed pineapple

Deposit into pans of desired size and bake at about 340 to 350° F.

After baking and when cooled, cover the cakes either with a boiled or white icing and sprinkle a mixture of chopped cherries, nuts and chopped pineapple on the top.

FANCY MACAROONS

- 2 lb. 8 oz. almond paste
- 1 lb. 8 oz. powdered sugar
- 1 lemon (grated rind and juice)
- 1 oz. butter
- ½ pt. egg whites
- 2 tbsp. water

Procedure—Mix the same as for almond macaroons. Run out, in various shapes, on papered pans, using a canvas bag and a No. 5 star tube. Decorate with almonds, nuts, glazed cherries, etc. Allow the macaroons to dry for about 24 hr. Bake on double pans at about 325° F. Remove from the pans as soon as baked. Glaze the macaroon with a glucose glaze.

Glucose Glaze

Bring to a good boil:

- 1 qt. glucose
- 1 pt. water

Use the glaze while it is warm.

CHOCOLATE PECAN COOKIES

Cream together until smooth:

- 1 lb. granulated sugar
- 8 oz. brown sugar
- 1 lb. 8 oz. shortening
- 8 oz. butter
- ¾ oz. salt
- 1 lb. 8 oz. pastry flour
- 8 oz. melted chocolate
- 2 lb. ground pecans

Then beat light and mix into the above:

- 1 lb. egg whites
- 8 oz. granulated sugar
- Vanilla to suit

Run out with a cookie bag using

a plain No. 8 or 9 tube, on lightly greased and dusted pans.

Bake carefully at about 380° F.

PINEAPPLE ANGEL FOOD

Beat together on medium speed:

3 lb. egg whites
 $\frac{1}{2}$ oz. salt
 $\frac{1}{4}$ oz. cream of tartar

Add gradually:

1 lb. 8 oz. granulated sugar

When the mix holds a crease, add:
 Vanilla to suit

Sift together three times and fold in carefully:

1 lb. 6 oz. granulated sugar
 1 lb. 4 oz. cake flour

Then fold in carefully:
 6 oz. pineapple filling

Deposit into angel food pans of desired size and bake at about 350° F. When baked, turn the pans over and allow to cool. Remove the cakes from the pans and ice the cakes with the following icing.

Pineapple Icing

Beat until stiff:

5 lb. powdered sugar
 8 oz. glucose
 8 oz. egg whites
 8 oz. water
 A pinch of salt

When beaten stiff, mix in 2 lb. drained crushed pineapple. The addition of a small amount of yellow

color will improve the appearance of the icing.

MOLASSES MACAROONS

Mix together and heat to about 110° F.:

4 lb. granulated sugar
 3 lb. macaroon coconut
 1 lb. molasses
 6 oz. cornstarch
 $\frac{1}{4}$ oz. salt
 Vanilla to suit
 $\frac{1}{4}$ oz. cinnamon
 $\frac{1}{2}$ qt. egg whites (variable)

Deposit on paper lined pans, about the size of a silver dollar, using a No. 8 plain tube and canvas bag. Flatten the tops slightly and then bake on double pans at about 330 to 340° F. Remove from the pans immediately after taking the macaroons out of the oven. When the macaroons are cooled, wash the paper on the bottom and remove the macaroons. Place them together, bottom against bottom, for better keeping quality.

ANGEL WAFERS

Cream together:

1 lb. 12 oz. granulated sugar
 1 lb. 4 oz. shortening
 4 oz. butter
 $\frac{3}{4}$ oz. salt
 4 oz. cake flour
 Vanilla to suit

Stir in:

6 oz. egg whites

Dissolve thoroughly and add:

$\frac{1}{4}$ oz. ammonia
 $\frac{1}{4}$ oz. soda
 10 oz. milk

Mix together, add and mix until well incorporated:

2 lb. cake flour
 $\frac{1}{4}$ oz. cream of tartar
 1 lb. 12 oz. macaroon coconut
 8 oz. fine chopped walnuts
 12 oz. fine chopped pecans

Run out on lightly greased pans using a canvas bag with a No. 8 plain round tube. Bake at about 375° F.

SWISS MACAROONS

Mix together in a kettle:

5 lb. 12 oz. granulated sugar
 1 lb. 8 oz. macaroon coconut
 8 oz. milk solids (non-fat)
 8 oz. cake flour
 $\frac{1}{2}$ oz. salt

Stir in:

10 oz. invert syrup or honey

Add:

2 lb. egg whites
 Vanilla to suit

Heat this mixture to about 160° F. Then place in a machine bowl and mix on medium speed for one minute. Next, beat it on high speed for two minutes. Run out on papered pans while the mixture is still warm. Bake on double pans at about 340° F.

COCONUT ANGEL FOOD

Beat together on medium speed:

4 lb. egg whites
 1 oz. salt
 $\frac{1}{4}$ oz. cream of tartar

Add gradually:

1 lb. high grade molasses
 8 oz. granulated sugar

When the mixture holds a crease, add:

Vanilla to suit

Sift together carefully and mix in:

1 lb. 8 oz. good cake flour
 2 lb. 4 oz. granulated sugar

Then mix in carefully:

1 lb. shredded coconut

Deposit into pans of desired size and bake at about 340 to 350° F. After baking and when cooled, cover the cakes with the following icing.

Molasses Boiled Icing

Boil to 240 to 242° F.:

4 lb. 8 oz. brown sugar
 8 oz. molasses
 1 lb. 8 oz. water

Beat until fairly stiff:

1 lb. 8 oz. egg whites

Then add the boiled mixture slowly and continue beating until the icing is stiff.

Then mix in carefully:

8 oz. powdered sugar

After the cakes are iced, sprinkle a little coconut on top.

Seasonal Variation in Egg White Performance

IN contacting various egg white manufacturers there was considerable disagreement on the functional difference between spring and summer whites in angel food cake baking. In this report the National Egg Products Assn. research laboratory made comparisons on the per-

EDITOR'S NOTE—For quite a number of years the question on seasonal variation in egg white performance has been raised in the minds of bakers, as well as those in the egg industry. The National Egg Products Assn. research laboratory has recently conducted some preliminary studies on the whites of summer eggs and the results of these studies are presented in the accompanying article by O. J. Kahlenberg, director of research for the National Egg Products Assn.

formance of summer eggs gathered immediately and cooled, with summer eggs allowed various time periods of exposure to summer temperatures varying from four hours to six days before being cooled.

Through the cooperation of W. Wallace, manager of Priebe & Sons,

Results of Preliminary Studies Reveal Favorable Answers

By O. J. Kahlenberg

Director of Research

National Egg Products Assn.

Dixon, Ill., infertile eggs of the same age, produced by the same or similar flocks on Hales and Hunter "Red Comb" feed were carefully gathered daily from July 27 to Aug. 2, 1948, and protected from the heat until the arrival at the Dixon plant. The eggs were divided into the following five groups of six dozen each:

Group 1—Control. Eggs held at 44° F. from the date gathered until shipment made to Chicago.

Group 2—Eggs held for four hours at 86° F., then stored as above.

Group 3—Eggs held for nine hours at 86° F., then stored as above.

Group 4—Eggs held for 3 days at 86° F., then stored as above.

Group 4—Eggs held for 6 days at 86° F., then stored as above.

Candling before shipment revealed that of the 30 dozen eggs tested, all were U.S. Grade A Large, with the exception of 2½ dozen which were U.S. Grade B Large. The U.S. Grade B eggs were found in the series of eggs incubated for three and six days. The shipment was received in Chicago Aug. 9. Eggs not immediately analyzed were kept under refrigeration until used. The eggs were broken out and separated under laboratory conditions Aug. 9, 10 and 11 and determinations made on the whites for solids, total bacterial counts, E. coli, whipping and drip tests, pH, and performance in angel food cakes.

In order to obtain representative samples of whites for the analytical work they were well mixed by means

of an ordinary hand egg beater for 20 revolutions. The chemical and bacteriological tests were made according to the NEPA "Chemical and Bacteriological Methods for the Examination of Eggs and Egg Products." The whipping ability of the whites was determined by using 250 ml. egg white in a 10-quart Hobart electric whipper. For future experimental work it is recommended that 450 ml. egg white be used for this test. The whites were whipped for 90 seconds in second speed and 90 seconds in third speed. The wire whip was removed, the foam leveled and the depth of the foam measured with an ordinary ruler in inches. Twenty grams of the foam was placed in a funnel and allowed to drip for 60 minutes in a graduated cylinder.

The results show that according to the conditions of these experiments there were no significant differences in the summer whites with respect to whip and drip tests, pH values and bacterial counts for all five groups. The average percentage solids of the whites tested were higher than the controls after four hours incubation at 86° F. E. coli counts were negative in 0.001 gram of the whites of eggs gathered on July 27

(Continued on page 68)



Angel Food Cake No. 1 prepared from summer egg whites of Group 1. Control. Note fine texture.

Angel Food Cake No. 2 prepared from summer egg whites of Group 2. Note fine texture.

Angel Food Cake No. 3 prepared from summer egg whites of Group 3. Note fine texture.

Angel Food Cake No. 4 prepared from summer egg whites of Group 4. Note heavy cell walls, coarse grain.

Angel Food Cake No. 5 prepared from summer egg whites of Group 5. Note heavy cell walls, coarse grain.

Industry Problems Analyzed at Minnesota Bakers' Convention

By W. E. LINGREN and
F. W. COOLEY, JR.

Editorial Staff of
The American Baker

ST. PAUL—The problems of sanitation, retail bakery goods production, and the baking industry's promotional efforts were spotlighted during the 32nd annual convention of the Associated Bakers of Minnesota at the St. Paul Hotel here May 22-23.

Following registration Monday morning, the bakers and allied tradesmen divided into groups for their customary luncheons. At the bakers' luncheon, Alois Eibner, W. Eibner & Son, Inc., New Ulm, acted as chairman. No speaker was featured but several bakers reported on various problems confronting them and the baking industry. At the allied luncheon Ed Shave, columnist for the Minneapolis Star & Tribune, spoke on fishing and hunting. John P. Garrow, Chapman & Smith Co., Chicago, national president of the Allied Trades of the Baking Industry, also spoke.

Martin Olson, Bungalow Bakery, St. Paul, vice president of the state association, acted as chairman for the afternoon session. T. J. Mahlke, Mahlke Baking Co., Winona, Minn., in his president's message, spoke on "Our Heritage as Bakers." He urged more active support of and cooperation with baking associations to eliminate bad business practices.

He stressed the importance of the Bakers of America Program and cited the need for tying in at the local level with the national campaign. He decried the philosophy of "let George do it" and outlined the need for increasing merchandising and sales activities by the baker in order to get his share of the consumer's purchases.

Robert Ewens, executive vice president, Wisconsin Manufacturers Assn., Milwaukee, spoke on the businessman's obligations. He cited the trend of increasing governmental control and loss of individual liberty in the world. Mr. Ewens urged the individual businessman to debunk the tale of fantasy of the economic "do gooders" and to promote the free enterprise system.

During the retail production session, A. J. Vander Voort, Dunwoody Baking School, Minneapolis, and technical editor of The American Baker, reported a slump in per capita sales of bakery products which, he said, is "our own fault." Other food companies have been beating the baker in advertising and merchandising their products, the speaker pointed out. Mr. Vander Voort stressed production of quality products and urged a better job of merchandising. The one cannot succeed without the other, he pointed out.

During the production session the following servicemen discussed products and formulas: Charles Keeney, Procter & Gamble; Rodger Hopper, Swift & Co.; Harry C. Larson, Standard Brands, Inc.; William Kent, Anheuser-Busch, Inc.; and Otto Lindstrom, Karp's Upper Midwest Bakers Supplies, Inc.

Following the appointment of committees, communications and announcements, and the report of J. M. Long, secretary of the state bakers association, George Horsch, Purity Bakeries Corp., St. Paul, appeared with his quiz program.

Ove A. Mathisrud, Mathisrud Bake

Shop, Minneapolis, president of the Associated Bakers of Minneapolis, was the winner in the quiz contest.

Ralph S. Herman, manager of the bakery sales service department of General Mills, Inc., Minneapolis, followed with a discussion of Brown 'n Serve bakery products.

In the past seven months Brown 'n Serve has gone international. Mr. Herman pointed out, with such widely separated localities as Australia, Holland, France and Germany joining the U.S. in promoting these partially baked products. The speaker referred to a survey of 2,801 bakers recently which showed that 63.1% were producing Brown 'n Serve bakery products and 36.9% were not. Of the 1,767 bakers producing Brown 'n Serve products, their total production was approximately 4,634,710 doz. rolls. In a regional breakdown 82% of southwestern bakers used Brown 'n Serve, 73% of Southeast bakers, 52% of the East Coast and 62% in the Midwest were producing Brown 'n Serve products.

Type of Business Cited

The use of Brown 'n Serve products in relation to the type of bakery business, Mr. Herman said, shows that 56.8% of those using Brown 'n Serve products are retail establishments, 24.8% are retail-wholesale, 15.4% are wholesale, while 3% are house-to-house bakers. Sixty per cent of the nation has recently indicated a leveling off of demand, the speaker pointed out, but he said that in most areas sales are still substantial and referred again to the survey in reporting that 67% of the bakers interviewed said that Brown 'n Serve had not affected regular roll business, and 89% said they had noticed no decline in bread production because of Brown 'n Serve.

In discussing what is expected to happen to Brown 'n Serve sales during the summer, Mr. Herman indicated that in areas sampled to the present and under weather conditions to date, no instance of mold difficulty in yeast raised products had been experienced.

E. J. Sperry, Sperry Industrial Pub-

lications, Inc., Chicago, appeared on the program next with his "Personal Opinions." Among the topics discussed by Mr. Sperry was the recently developed "farm bread." Mr. Sperry said that his mail indicated much interest in this product, which contains 16% more flour.

Mr. Sperry's address concluded the afternoon session and the meeting was adjourned to the Casino of the St. Paul Hotel where refreshments were provided by the Minnesota Allied Trades of the Baking Industry.

Stewart MacPherson, radio commentator on station WCCO, Minneapolis, appeared as the guest speaker at the annual banquet. Following the banquet dancing and entertainment were held in the cocktail lounge.

The Tuesday morning session of the convention was given over to a retail baker's session featuring remarks by service men and a cake decorating demonstration by Paul Mueller, Westson Oil & Snowdrift Sales Co. At the same time wholesalers gathered for a closed round table discussion. J. M. Long, secretary of the association, was chairman of the group.

Civic officials of Minneapolis and St. Paul appeared as features of the baker-allied luncheon of which Gene LeMire, International Milling Co., Minneapolis, and president of the Minnesota Allied Trades of the Baking Industry, was chairman. Ray O'Brien, O'Brien's Specialty Foods, St. Paul, was program chairman.

Joseph M. Tombers, Purity Bakeries Corp., St. Paul, chairman of the afternoon session May 23, introduced Walter H. Hopkins, director of the Bakers of America Program, who discussed recent developments in the bakers' promotional effort.

A few years ago, Mr. Hopkins stated, the baking industry watched consumption curves drop with its tongue in its respective cheeks because production and sales were still high. It was thought that competition was within the industry—"the baker down the street." In later years, he emphasized, the industry has come to realize that other foods and food faddists who deprecate the nutrition value of baked foods are the baking industry's real competition.

Future plans for Bakers of America Program promotions include weekly television shows distributed by RKO showing bakery products, and a 30-

REGISTRATION AT MINNESOTA TOTALS 615

ST. PAUL—Total registration at the annual meeting of the Associated Bakers of Minnesota was 615 bakers, allied tradesmen, Dunwoody students and ladies.

minute specialty number in next year's Ice Follies review spotlighting baked foods. Mr. Hopkins said that the Good Housekeeping sandwich manual was one of the biggest things to ever hit the baking industry, and added that three or four more promotions of this type will appear in leading magazines during this summer.

Dr. Edward L. Holmes, director of the department of sanitation of the American Institute of Baking, Chicago, was unable to appear on the program because of a sanitation course in Chicago. V. Keith Giddings, of the same department, appeared instead to speak of the baker's progress in sanitation which is attracting great attention, he said.

Mrs. Margaret Dayton, chairman of the contacts committee of the Minnesota State Nutrition Council, appeared on the program next to recommend a coordinated approach to nutrition problems. She said that a compulsory enrichment program is a good way to help diet without revising eating habits. Mrs. Dayton emphasized nutritionists' outlook that bread is not a diet essential unless it is enriched as part of her plea for a compulsory enrichment program. A resolution later passed by the Associated Bakers of Minnesota gave the bakers' endorsement and support of compulsory enrichment for the benefit of the consuming public.

Safety in the Bakery

"Accidents don't 'just happen'—someone makes it possible for them to happen," Peter H. Olson, vice president, Bakery & Confectionery Workers International Union, said in his talk on "Safety in the Bakery." This speaker emphasized that safety pays dividends in uninterrupted production and lower insurance costs. He said, however, that the worker must religiously live up to the common sense rules of safety. He proposed that safety committees be set up in every shop and safety rules written into collective bargaining contracts. Orlo Hill, Louis Rathman Agency, Inc., Milwaukee, spoke on association health and life group insurance plans.

Walter M. Jennings, executive secretary of the Associated Retail Bakers of America, Chicago, delivered his address as the closing presentation on the afternoon session and at the same time substituted for Philip A. Grau, Red Star Yeast & Products Co., retired, Milwaukee, who was unable to be present because of the recent death of Charles Wirth, president of the Red Star company. The association later honored Mr. Wirth with a moment of silence in his memory.

Mr. Long brought the general convention sessions to an end with the announcements of new directors elected by the association. Officers of the association are not elected at the annual meeting. Ove A. Mathisrud, Mathisrud Bake Shop, Minneapolis, was elected director from District 1; Fred Carlson, Paramount Baking Co., St. Paul, was reelected to District 2, and T. J. Mahlke, Mahlke Baking Co., Winona, reelected to District 3. Joseph M. Tombers, Purity Bakeries Corp., St. Paul, was reelected director-at-large. Directors in the other districts were held over.



CAKES FOR OFFICIALS—Five decorated cakes were presented to prominent city and county officials during the recent convention of the Associated Bakers of Minnesota in St. Paul. Shown above examining the cakes are, left to right, Martin Olson, Bungalow Bakery, St. Paul, vice president of the association; T. J. Mahlke, Mahlke Baking Co., Winona, Minn., president of the group; E. T. LeMire, International Milling Co., Minneapolis, president of the Minnesota Allied Trades of the Baking Industry, and Ray O'Brien, O'Brien Specialty Foods, St. Paul, who served as chairman of the luncheon at which the cakes were presented.

It's enough for birds to sing alike



...and for fish to swim alike



But flours have to
BE ALIKE!



That's why Atkinson takes 3 extra steps



**AND IT'S
BIN CHECKED**

Every precaution that every miller takes, we take too.

Then we go three steps further to make dead certain that every sack of Atkinson flour is exactly like the last batch of the same type.

EXTRA STEP No. 1 is precise milling accuracy. Our 50,000 cwt. bin capacity enables us to make long runs of particular flour types, gives ample time for hair-line adjustment.

EXTRA STEP No. 2—we make a special

bake test as the flour goes to the bins.

EXTRA STEP No. 3—we bake test again and make a chemical analysis just before delivery.

Atkinson can freely guarantee that the flour you buy this time will be exactly like the kind you bought before. And remember, too, that this flour comes to you fully aged, ready to go in production—another Atkinson plus.

Switch to Atkinson—the truly uniform flour—IT'S BIN-AGED*.

ATKINSON MILLING COMPANY

MINNEAPOLIS, MINNESOTA

*TRADEMARK REG. U.S. PAT. OFF.

Questions & Answers

A SERVICE FOR BAKERS

Conducted by

Adrian J. Vander Voort

Technical Editor of The American Baker

Cheese Cake

I am having trouble with a French cheese cake recipe. Could you please tell me why? My cakes shrink after they are baked, using the following formula:

Rub through sieve:
5-lb. cottage cheese

Rub in:
1 lb. egg yolk

Sift together and rub into cheese mixture:

1 lb. sugar
1 lb. powdered whole milk
6 oz. flour
1 oz. salt

Stir in:
3 pt. water

Beat in:

1 pt. stiffly beaten egg whites.
Line pans with crumbs $\frac{1}{4}$ in. thick and pour mixture into pans. Bake at 275° 1½-2 hours until custard is set—G. G., Pa.

It has been my experience that the type of cheese used for cheese cake is of great importance, as all cottage cheeses are not suitable for the light type of cheese cake. I would like to have you try the following formula, being sure that you use the proper type of cheese. Your source of supply should be able to tell you whether it is or not.

CHEESE CAKE

Mix together by hand:

5 lb. cottage cheese (extra dry)
8 oz. cake flour
1 oz. salt
Juice and rind of 1 lemon

Bring to a boil and stir in rapidly:

1 qt. milk
4 oz. butter

Then add while still warm the following meringue made of 1 pt. water and 3½ lb. sugar boiled to 240° F. and beaten into 1 qt. egg whites. These ingredients should be mixed together as fast as possible and then poured into a pan 18 by 25 by 4½ in. lined with the following mixture:

Rub together:

1½ lb. graham crackers
1 lb. granulated sugar
6 oz. melted butter
1 oz. cocoa

As soon as the filling is in the pans, place it in the oven at about 375 to 380° F. Bake from 40 to 50 minutes.

Note: The milk should be added while hot and the meringue also. The cheese mixture should be lukewarm when it goes into the oven. The pan should be lined with wooden liners about one-half inch thick. Do not bake any longer than necessary, but you will note that this cheese cake is baked at a considerably higher temperature than you were baking yours.

Mixes for Layer Cakes

Have you available formulas for a yellow mix, an almond mix and a

The American Baker, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of The American Baker and Head of the Baking Department, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of The American Baker; communications should be addressed to The American Baker, 118 South Sixth Street, Minneapolis, Minnesota

hazelnut mix for layer cakes?—C. H., Ill.

The following formulas should be what you need.

YELLOW LAYER CAKE

Mix together for 3 to 5 minutes:

5 lb. cake flour
2 lb. 8 oz. shortening (emulsifying type)

Mix together, add and mix in for 3 to 5 minutes:

6 lb. 8 oz. granulated sugar
2½ oz. salt
5 oz. baking powder
2 lb. milk

Then mix together and add in two portions:

3 lb. whole eggs
3 lb. milk
Flavor to suit

Mix for 3 to 5 minutes.

Deposit into pans of desired size and bake at about 360° F.

HAZELNUT LAYERS

Cream together for 3 to 5 minutes:

5 lb. granulated sugar
2 lb. 4 oz. shortening (emulsifying type)
3 oz. salt
Vanilla to suit

Add gradually:

1 lb. 8 oz. egg whites

Mix together and add gradually:

4 lb. milk
12 oz. granulated sugar

Sift together and add:

5 lb. 6 oz. cake flour
4 oz. baking powder

Then mix in:

1 lb. 8 oz. egg whites

Then add:

3 lb. sliced or chopped toasted hazelnuts

Deposit into pans of desired size and bake at about 360° F.

Note: Do not overcream as this will cause the nuts to settle somewhat to the bottom of the cakes.

ALMOND CAKES

Cream together:

1 lb. 12 oz. granulated sugar
1 lb. 2 oz. shortening (emulsifying type)

1½ oz. salt

12 oz. honey

Stir in gradually:

12 oz. egg whites

Mix together and add alternately

with flour:

2 lb. 2 oz. milk
6 oz. granulated sugar
Vanilla to suit

Sift together and mix in until smooth:

2 lb. 8 oz. cake flour
2 oz. baking powder

Then mix in:

12 oz. egg whites

Then add and mix in:

1 lb. 4 oz. sliced or chopped almonds

Gold Loaf Cake

Can you help me with a formula for a gold loaf cake? I plan to use a round pan using yolks or half and half, and the top should not crack. It cuts like a pound cake.—H. J. E., Pa.

The following formulas may be what you need. It is very important that the oven temperature be correct—if it is too high the cakes will crack. Some bakers cover the tops of their cakes for a time during the early baking period in order to decrease the tendency to crack.

GOLDEN LOAF CAKES (NO. 1)

Cream together until light:

10 lb. cake flour
2 lb. bread flour
6 lb. butter
6 lb. hydrogenated shortening

Beat up in another bowl until light:

8 lb. 8 oz. whole eggs
6 lb. yolks
14 lb. granulated sugar
2 oz. salt
Vanilla and lemon flavor to suit

After this is beaten up, add gradually into the above creamed mixture. When they are combined, mix in:

2 lb. bread flour

Then smooth out the batter with:

1 lb. 8 oz. milk

Note: Be sure to scrape the bowl and creaming arm several times during the mixing period.

Place the batter into pans of desired size and bake at about 325 to 335° F.

Should these cakes peak up, replace part or all of the bread flour with cake flour.

GOLDEN LOAF CAKES (NO. 2)

Cream together until light:

2 lb. 8 oz. cake flour
10 oz. powdered sugar
3 lb. shortening

Beat light and add to above:

2 lb. whole eggs
1 lb. 4 oz. yolks
5 lb. granulated sugar
8 oz. milk solids (non-fat)

Sift together and add:

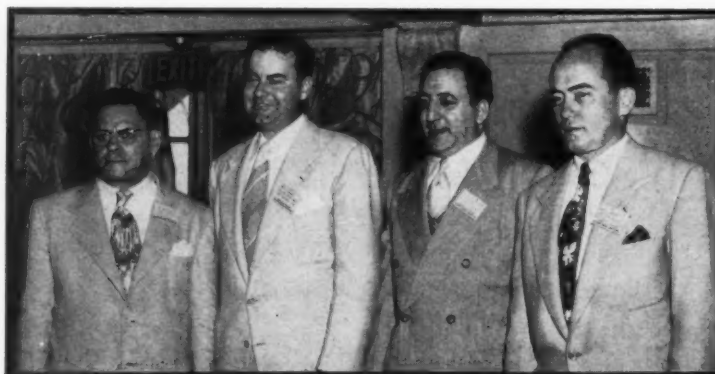
3 lb. 8 oz. cake flour
¼ oz. baking powder

Dissolve and smooth out the batter with:

3 lb. water
2 oz. salt

Deposit into pans of desired size and bake at about 330 to 340° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.



AT TRI-STATE MEETING—Four of the officers of the Tri-State Bakers Assn. are shown above, left to right: John Wolf, Wm. Wolf's Bakery, Baton Rouge, La., president; William C. Bacher, Bacher Bros. Bakery, New Orleans, first vice president; Sidney Baudier, Jr., the Dough Boy, New Orleans, secretary-treasurer, and Andreas Reising, Sunrise Bakery, New Orleans, second vice president, for Louisiana. The officers were elected during the recent convention of the group in New Orleans. A news story on the Tri-State convention appears beginning on page 29 of this issue.

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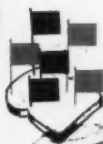
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Peak Performance
BACKED BY
Superior Service

PIKES PEAK
BAKERY FLOURS



The COLORADO MILLING
& ELEVATOR COMPANY
General Offices: DENVER, COLORADO

BEAR LAKE
IN ROCKY MOUNTAIN
NATIONAL PARK

BAKERY MERCHANDISING

"Summer Time Is Sandwich Time"

USING the catch phrase "Summer Time Is Sandwich Time," the Bakers of America Program is developing an important program pushing sandwiches in June, July and August. In June a huge national promotion on bread and peanut butter carried to the local level is under way, which is said to put the Bakers of America's big advertising campaign to work right in the "bakers' own back yard."

The program headquarters has released to contributors to the Bakers of America Program a large portfolio containing materials for promoting summer sandwich time, including hints on how to use local newspaper advertising, tie-ins with consumer magazines, radio advertising and newspaper stories to bring before the buying public in every way possible the convenience and natural tie-in between bread and peanut butter. Another advertising and promotional campaign for promoting sandwiches in the summer months is being planned by Chase & Sanborn, featuring iced coffee and sandwiches for summer eating.

The Bakers of America peanut butter sandwich promotion during June will include full page four-color ad-

Bakers of America Program Sets Up Tie-ins with Coffee, Peanut Butter and Other Foods—Bakers and Grocers Cooperate

vorite sandwich recipes are also included.

A large four color poster is also intended to be furnished bakers and grocers for use as an over-the-wire hanging display, or, in the grocery stores, a display near the bread section or as a sign on a shopping cart display. The promotional program points out to grocers that the bread and peanut butter promotion gives the grocer real opportunity to cash in with related products display. Seeing that bread is one of the most frequently purchased items in the grocery, display ideas are emphasized as ways to build sales and profits on the many items that go with bread.

Grocers' Tie-ins

Two or three cases of peanut butter are placed alongside the grocers' bread rack, or bread and peanut butter may be displayed together at the check-out counter. Related items including bread and peanut butter may also be made in a shopping cart with two or three carts filled with ideas for summer sandwiches; a talking sign for each lists the price. This shopping cart display lends itself to experimentation, the program points out, as it can be moved around and tried in different spots in the store to see how various locations pay off on such a display.

As part of the promotional kit, suggested radio station-break announcements are included emphasizing the fact that summertime is sandwich time, and June is bread and peanut butter time. Each announcement includes the phrase that both these products are being featured at the best food stores in the neighborhood and that (your brand) bread is

backed by the "seal of assurance" of the Bakers of America.

Another part of the kit is a news story suggested by the Bakers of America Program, which can be re-typed by the baker inserting his name where space is provided and given to his local newspaper and radio station for possible use as a straight news story. "With vacation time here again and the youngsters playing hard out in the open spaces, sandwich time has arrived once more," the news story points out.

The nutritional story is not neglected, since the story says that a peanut butter sandwich of two slices of enriched white bread and two tablespoons of peanut butter contributes a considerable percentage of one's daily nutrient requirement.

The Bakers of America Program for June, July and August has been planned to aid the baker, the grocer and the American family. "This is picnic-lunch time," the program points out, and the fun in picnicking will be stressed through consumer advertising, press releases, radio and television shows.

The bakers' program has planned a perfect picnic lunch: "Grilled hamburgers nestled in energy-giving, wholesome bread, all the trimmings; and the perfect finish to a perfect meal—cake and pie."

Program headquarters has released an illustration, shown on this page, with 25 items that can be purchased at any grocery that will cost the average family of four approximately six dollars, which will mean a profit of one dollar for the grocer. The program emphasizes that 15¢ of this

profit will be gained through bakery sales alone.

The Bakers of America Program also points out that another important bread sales promoting message appeared in the May 9, 1950, issue of Look magazine. Saying that this promotion is another example of how the Bakers of America Program is building bread sales, the program headquarters emphasizes that the magazine is read by more than 18,453,000 persons.

One of the article's pages is in full color, showing the bakery goods from their point of purchase until the time they are ready to eat.

"The Brown 'n Serve idea is a perfect example of a new American trend in food preparation," the Look magazine article points out. "Women who gave up laborious home preparation for processed foods a generation ago are learning to use these foods with new skills—freshly browned biscuits, rolls and buns have brought a long-missing aroma back to American homes: the piquant smell of baking bread."

Television Features Sandwiches

Reporting on another phase of summer promotions of bakery products, the Bakers of America Program points out that "Women in the

STANDARD BRANDS PROMOTES SANDWICH MANUAL

The Good Housekeeping sandwich manual is being issued as part of the Fleischmann sandwich merchandising plan, Standard Brands, Inc., has announced. Continued stimulation of the promotion is gained by a cartoon memorandum sent to Fleischmann representatives telling them that "nothing sells bread like sandwiches" and suggesting that they continue to emphasize the value of the manual to the consumer and the baking industry.

News," a television feature, has spotlighted bakery foods. The making of sandwiches is highlighted in the first three shows of the new series.

Women in the News is distributed to television stations throughout the country. It is currently scheduled in Atlanta, Louisville, New Orleans, Baltimore, Boston, Kansas City, Schenectady, N.Y.; Syracuse, Pittsburgh, and Milwaukee. It is suggested that retail bakers check their newspapers for the correct time of the show and pass that information on to their customers so that new methods of using bakery products will push their sale.

Also included as part of the merchandising kit is an order program for Bakers of America Program materials for the bread and butter promotion. No charge is made for retail store ad mats or publicity material and no charge is made for a reasonable quantity of extra promotional kits.

The AIB publication "Sandwiches Around the Clock" is also included as a part of the merchandising kit.

Also available from promotion

ON THE COVER

The front cover of this issue of The American Baker shows the summer picnic basket being filled with attractive and tasty sandwiches. The Good Housekeeping manual on sandwich making reported on page 13 of the May issue of this publication can be promoted as an invaluable aid in making attractive sandwiches for the picnic lunch.

vertisements in Look, Saturday Evening Post, Ladies Home Journal and McCall's. According to program headquarters a total of 55,575,000 sales messages for bread and peanut butter in June will appear. It was suggested that retail bakers and wholesalers watch for other Bakers of America specials for July and August in order to keep pushing the theme of summertime as sandwich time. Thirty-four publications are on the grocery trade ad schedule, calling the grocers' attention to the Bakers of America national advertising which helps them cash in on the seasonal demand for products that go with bread. As a part of this promotion the Bakers of America Program has released a set of free newspaper mats grocers and bakers may use in their own advertisements. Promotion headquarters suggest using these drop-in mats as headings for price lists in their own newspaper ads as another easy and effective way to cash in on the summertime sandwich promotion. In addition to column headings such as "Planning a Picnic?" and suggestions that the housewife visit the grocers "sandwich fixin's" counter, replicas of file cards containing fa-



PICNIC BASKET—The Bakers of America Program points out that the articles shown in the illustration above can be purchased in any grocery for about six dollars, to completely outfit an entire family for a fine summertime picnic. Baked goods of all kinds are prominently featured in the collection. The sales idea is part of the bakers' promotional program for the summer season, emphasizing that "summertime is sandwich time" and suggesting combinations for tasty summer meals using bakers' products as a centerpiece.

headquarters are reprints of consumer ads and grocery trade ad reprints as well as display ideas. No charge is made for the display ideas; the grocery trade ad reprint is 2¢ each and the consumer ad reprint in four colors is 3¢ each. All the materials are available from the Bakers of America Program, 20 North Wacker Drive, Chicago 6, Ill.

—BREAD IS THE STAFF OF LIFE—

June 18...

Opportunity for the Cake Baker in Father's Day

By Kay Williams
Standard Brands, Inc.

If any baker has not already done so, now is the time to put a big red circle around Sunday, June 18, 1950, as an increasingly important opportunity for profitable holiday cake sales.

For the first time since Father's Day was founded (by Mrs. John Bruce Dodd, in 1909) this annual celebration will find the baker in the very forefront of those retailers whose products will come automatically to mind whenever Mother and the children start thinking about what to give to Dad.

A major reason why this will be so is the extremely fortunate fact that this year's official Father's Day poster will actually picture the presentation of a luscious layer cake to Dad by a typically American family. These posters, which will appear by the hundreds of thousands in public places and retail store windows of all types, will be seen by millions of women and children for several weeks before Sunday, June 18, 1950. And thus one of the outstanding products of the retail bakery will be firmly established throughout the length and breadth of America as the symbol of a perfect gift for Father's Day.

Promotion's Background

The news behind the news of this unusually fortunate "break" for bakers goes back several months to the date when the Fleischmann division of Standard Brands, Inc., proposed the idea of a Father's Day promotion to the Associated Retail Bakers of America and assisted in the development and production of the ARBA Father's Day Prospectus for retail bakers.

(Editor's Note: The ARBA Father's Day promotion kit Miss Williams refers to was featured in a special article on page 26 of the May issue of The American Baker. Other information on the promotion of cake for Father's Day, obtainable from Standard Brands, Inc., and the Father's Day Council was also described in the article.)

At that time the national Father's Day Council was contacted, and as a result of the groundwork that was laid those many months ago, the council decided, for the first time in its history, to feature a Father's Day cake on its official poster.

As a further contribution to the 1950 promotion, Fleischmann representatives will distribute the official poster to retail bakers which carries the "Buy It Baked" seal in the lower right-hand corner and Fleischmann is also furnishing special Father's Day cake formulas including a formula for the official cake that appears on the Father's Day poster. Thus, the retail bakers of America will have the basic tools neces-

sary to build an effective promotion for Father's Day cakes.

The purpose of this article, however, is to point out that Father's Day is constantly growing in public esteem as a real holiday, and that bakers everywhere, both now and in the future, can do a great deal to see to it that this day continues to win the recognition it deserves.

Building Customs

Unlike the older and established holidays, Father's Day is still in the process of building its customs, traditions and objectives. From 1909 to 1938, because its promotion was almost entirely commercial, the day was more honored in the breach than in the observance. But in 1938 the Father's Day Council was formed to win public acceptance and approval through constructive publicity based on the idealistic importance of father in the family and in the nation.

During the past 12 years this dignified policy succeeded beyond the most optimistic expectations as newspapers, the radio and all other channels of public information gave Father's Day a build-up that could not be bought for millions of dollars. And even though the day is still a comparative newcomer to the calendar its sales increases for the retailer whose products fit the mood and spirit of the occasion have been most impressive. For example, here are the statistics released by the Father's Day Council that record the 10-year growth of Father's Day sales for retailers in general:

Year	Increase	%
1938	100
1939	129
1940	172
1941	206
1942	251
1943	296
1944	326
1945	407
1946	517
1947	609
1948	645

The Father's Day Council further estimates that Father's Day was a \$100 million sales booster in 1949, and since promotional tie-ins are increasing every year they are confident that sales for 1950 will even tip that figure.

Mother's Day Sales as a Goal

Since only a comparatively few retail bakers have capitalized on the opportunity that Father's Day presents, no figures are available on the percentage of sales increase the day has brought to the baking industry. But it would seem to be logical that each baker should use his Mother's Day sales as a guide and a goal to the sales he can achieve if he devotes an equal amount of time and effort to the promotion of Father's Day.

The logic of this line of reasoning
(Continued on page 59)

CAHOKIA FLOUR CO. SPONSORS FATHER'S DAY PROMOTION

The Cahokia Flour Co., St. Louis, Mo., is sponsoring a special Father's Day promotion for bakers in the Greater St. Louis area. Bakers will offer fresh carnation boutonnieres free with every purchase of a Father's Day cake. The campaign will be promoted by newspaper advertisements, window streamers, package stuffers, direct mail, and through Cahokia's regular "Baker's Broadcast" programs over station KWK, St. Louis. Arrangements have been made to obtain the choicest carnations for this promotion from the largest carnation grower in the country.



"FRUIT-FAN" PRIZEWINNER—Ray M. Krumm, Elgin, Ill., originator of the Fruit-Fan coffee cake, is shown here with the Pillsbury "Parade of Prize Winners" merchandising kit being offered nationwide to bakers by Pillsbury Mills, Inc., Minneapolis. Mr. Krumm's Fruit-Fan formula was originally submitted in Pillsbury's \$10,000 Formula Hunt for bakers. At the left of the table is the reprint of the full-color ad in the May 29 issue of Life which is included in the merchandising kit. The blue "national award winner" emblem is intended to be attached to the prize winning baked products in the baker's showcase. The name of Pillsbury Mills, Inc., does not appear on the merchandising pieces used; the blue award winner tag will let the housewife know the product was chosen a winner by a "baker's panel."

"Life" Tie-in

New Promotion Kit for Bakers Announced by Pillsbury Mills, Inc.

MINNEAPOLIS—The bakers of America will be able to utilize the selling power of Life magazine in their merchandising under a plan recently announced by Harvey J. Patterson, division vice president, Pillsbury Mills, Inc. The Pillsbury plan makes possible a series of "As advertised in Life" sales events of the type which previously have been merchandised so successfully, the company pointed out, and will act as a climax to the firm's current \$10,000 Formula Hunt promotion.

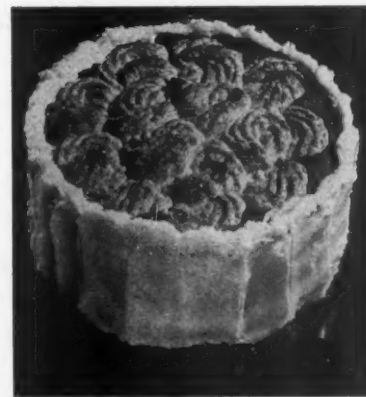
A two-page, full color Life magazine ad, promised at the outset of the promotion, appeared in the May 29 issue. It featured certain of the prize winning foods from the Baker's Formula Contest with particular emphasis being given to an attractive and distinctively shaped coffee cake called the Fruit-Fan. The prize winning foods featured in the ad were identified by a "National Award Winner" blue emblem which will be made available to bakers in various forms by Pillsbury Mills.

Merchandising kits which are designed to make full capital of the double page ad in Life are being made available to all bakers who desire to utilize "As advertised in Life" sales helps. Bakers may get the kits direct from Pillsbury headquarters or through their local Pillsbury salesmen. The cost is \$1.98 a kit, which is below cost, the company said.

The "\$10,000 Formula Book," made

up of the 121 prize winning formulas from Pillsbury's recent Baker's Formula Contest, will be made available to all bakers in two ways. Bakers may purchase this book from Pillsbury, or those who purchase the merchandising kit will receive one as part of the kit.

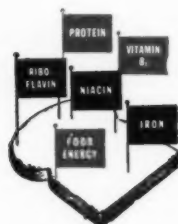
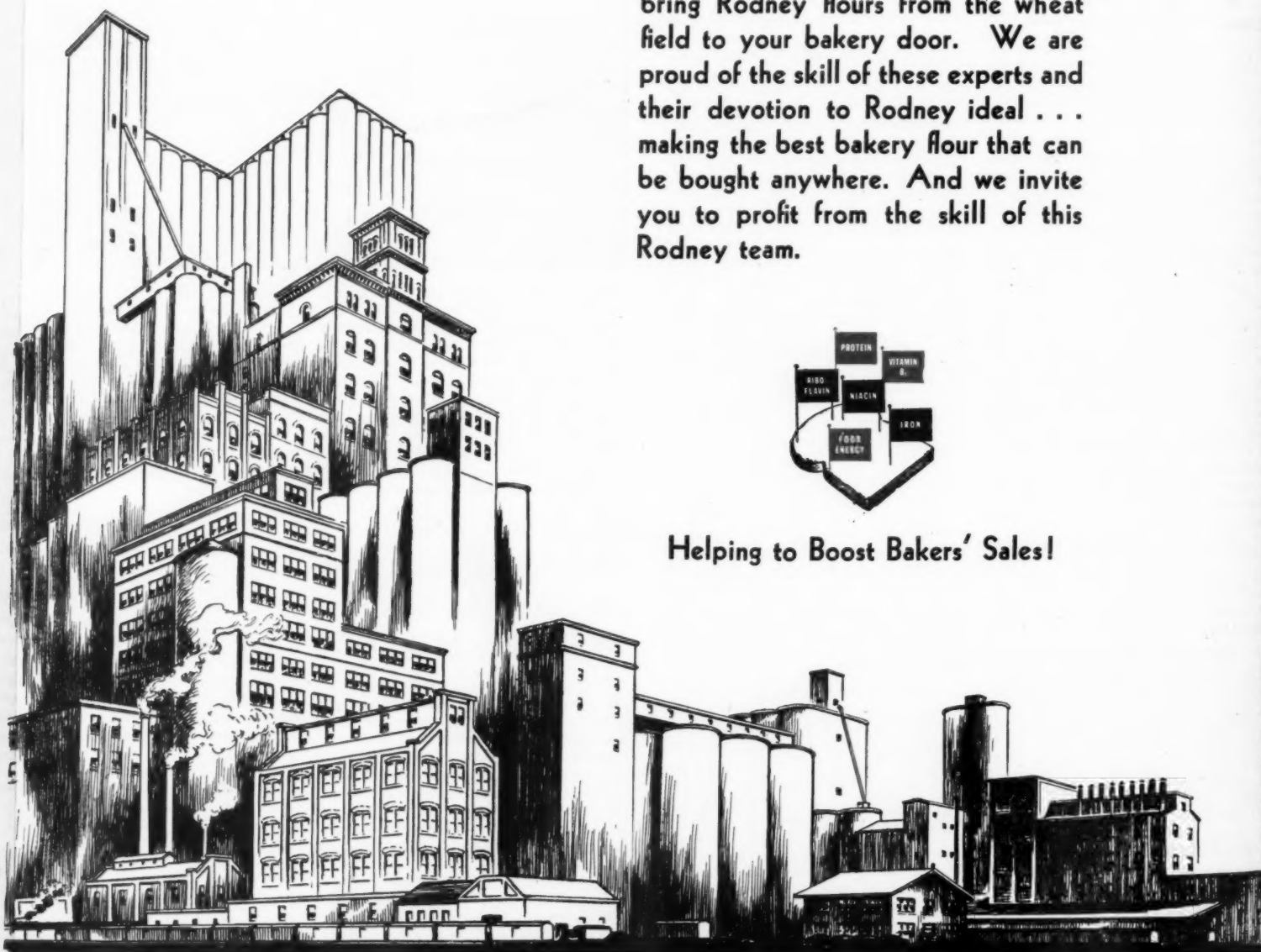
The "As advertised in Life" merchandising kit includes streamers and die-cut pieces featuring specific prize winning foods, price tents featuring specific foods "As advertised in Life," reprint of the Life ad in full color, the \$10,000 Formula Book, the blue "award winner" emblems and other items. The entire kit is designed to help the baking industry get maximum benefit from the Pillsbury advertisement and from the tie-up with Life magazine merchandising, it was pointed out.



PRIZE CAKE—Pictured above is a Royal Macaroon Cake, the formula for which won the grand prize in Pillsbury's \$10,000 Grand National Bakers Formula Hunt.



When your Rodney flour representative walks into your office, he is just an individual . . . but he is not alone. Behind him is a group of specialists which form a mighty team. These specialists are wheat buyers, millers, chemists, traffic men, feed salesmen and dozens of other experts in each of the many operations required to bring Rodney flours from the wheat field to your bakery door. We are proud of the skill of these experts and their devotion to Rodney ideal . . . making the best bakery flour that can be bought anywhere. And we invite you to profit from the skill of this Rodney team.



Helping to Boost Bakers' Sales!

Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.

CHICAGO OFFICE:
KELLY FLOUR COMPANY
 919 North Michigan Avenue
 Telephone: Superior 1053

BOSTON OFFICE:
SEABOARD ALLIED MILLING CORP.
 1209 Statler Building
 Telephone: Hubbard 8340

John Wolf, Ben Pollman Renamed to Top Tri-State Assn. Offices

NEW ORLEANS—John Wolf, Wm. Wolf's Bakery, Baton Rouge, La., was reelected president of the Tri-State Bakers Assn. during the recent meeting of the association at the Jung Hotel here. Ben J. Pollman, Smith's Bakeries, Meridian, Miss., was reelected chairman of the board. William C. Bacher, Bacher Bros. Bakery, New Orleans, was named first vice president, with Miss Helen McGough, McGough's Bakery Corp., Birmingham, Ala., reelected second vice president for Alabama, and Pat Murphy, Colonial Baking Co., Jackson, Miss., second vice president for Mississippi.

Andreas Reising, Sunrise Bakery, New Orleans, was named second vice president for Louisiana, while Sidney Baudier, Jr., the Dough Boy, New Orleans, was returned as secretary-treasurer. About 345 bakers and allies and their wives attended the convention.

The first business session was under the chairmanship of Mr. Reising. Following the invocation and a welcome from local civic officials, Mr. Wolf gave his address, explaining that the purpose of the association was to promote friendly relations, stress quality and sanitation in the production of baked products, and foster fair trade practices.

Following Rabbi Leo A. Bergman, Touro Synagogue, New Orleans, with his address on "Is There Any Hope for World Peace," Don F. Copell, Wagner Baking Co., Newark, N.J., and president of the American Society of Bakery Engineers, spoke on personnel relations.

Personnel Problems Discussed

"Industry has devoted much time to the development of better machinery for better production," Mr. Copell pointed out, "but has neglected to spend as much time in the development of human relations."

Mr. Copell recommended the practice of preventive human relations and the development of employee morale. Such better relations, he went on, cannot be left to chance.

Miss May Cresswell, state home demonstration agent, home economics department, Mississippi State College, Starkville, Miss., appeared on the program with an address entitled, "Bread—Everybody's Food" in which she cited shortcomings noted by consumers in bakers' bread. She said that the baker is now putting back into bread, in nutrition and vitamins, what he has heretofore been taking out.

She mentioned that rural southern families are replacing hot biscuits with bread in some instances, but these families, as with others in her experience, disliked commercial bread's lack of variety and flavor, as well as the poor quality of whole wheat and rye breads, which were blamed for commercial bread's poor acceptance in some instances. She referred to a triple rich type bread, containing soy and whole wheat flours as well as milk solids and other ingredients. Full labeling of ingredients on the bread wrapper was recommended by the speaker.

Al Delchamp, Delchamp's, Inc., Mobile, Ala., supermarket operator, discussed the baker from the viewpoint of the food store operator. The baker, he said, must follow trends and changes. If he persists in following old ideas and methods, it will prove fatal to his sales effort, since

the baker, he pointed out, like the grocer, must give the housewife what she wants; he must follow market changes.

Afternoon Entertainment

Monday afternoon, May 1, was given over to sports and entertainment sponsored by the Allied Trades of the Tri-State Bakers Assn., under the direction of Emile A. Alt, New

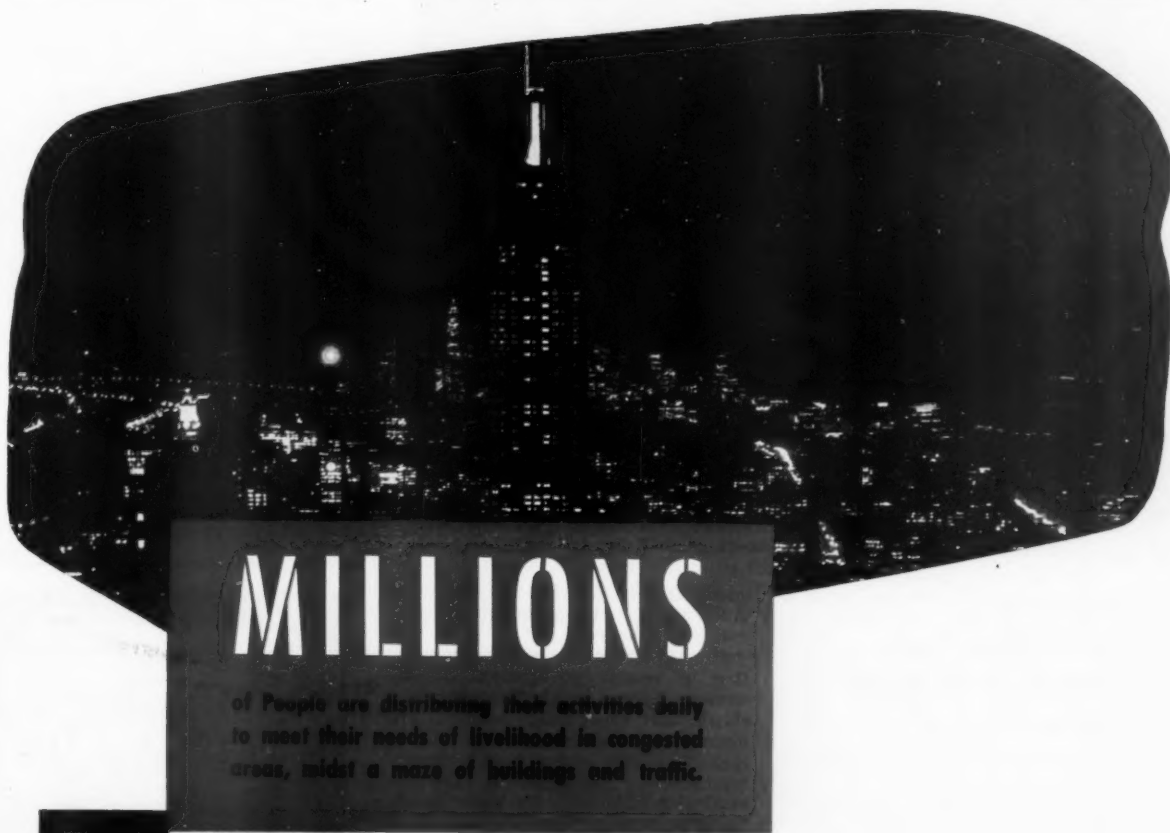
Orleans, president of the association.

A party was held at the Metairie Golf & Country Club, Metairie Ridge, La. Harry S. Redmond, Russell-Miller Milling Co., New Orleans, was chairman of general arrangements. Golf tournaments, softball games, horse-shoe pitching contests and card and bingo games for the ladies were available at the club, followed by a buffet supper and music and dancing.

Joseph Gaffney, Wolf's, Inc., Shreveport, La., was chairman of the morning session May 2. After Mr. Gaffney called the business session to order, Howard O. Hunter, executive vice president of the American

Institute of Baking, Chicago, explained the new program of the AIB, telling the listening bakers what the institute had to offer the baker today through its various departments.

Carl P. Schmidt, Schmidt's Baking Co., Baltimore, Md., and president of the Potomac States Bakers Assn., told the bakers that the bread business "does not belong to you." In explaining this statement, he said that a telephone survey showed that a great percentage of the buying public is neutral about her brand preference. He emphasized that bakers should make better bread and advertise that bread more, to get this



MILLIONS

of People are distributing their activities daily to meet their needs of livelihood in congested areas, midst a maze of buildings and traffic.

HAKO-SHORT

gives you *controlled distribution* of shortening for best bread quality. The rapid emulsification

of shortening, right in the mixer, produces a complete and thorough *distribution* so that the shortening efficiency is multiplied many times. Fermentation is better, with improved dough development and flavor. Doughs are velvety smooth for best machine make-up and full-volume proofing. Breads have fine grain and tender texture with best eating quality. Thorough distribution of the shortening throughout the crumb structure improves moisture retention and on-the-table freshness that brings consumer repeat buying.



MEMBER

Let the HACHMEISTER bakery representative prove how HAKO-SHORT will help you produce the kind of quality breads you and your customers really want.

Better Bread begins with Hako-Short!

HACHMEISTER—INC.

PITTSBURGH, PA.





WINDOW POSTER—The above illustration shows the window poster included as a part of the present promotion campaign on sweet dough varieties developed by the Doughnut Corporation of America. Printed in attractive full color, the poster combines with counter and other displays with the idea of building up sweet goods sales.

Fast Growing...

DCA Develops Program to Boost Sweet Doughs

One of the most interesting developments in the bakery field has been the rapidly growing consumer demand for fine high quality sweet dough products, the Doughnut Corporation of America recently pointed out. The public has exhibited an increasing acceptance of these products. People like them and will buy them if they are presented in attractive packages, and in sufficiently great variety so that constantly new taste appeal is assured, the firm stated.

There seems to be something almost magic about the idea of buying small individual varieties of sweet dough products, it was emphasized—putting them out on plates for breakfast, lunch, dinner, or when guests arrive, without the necessity for cutting them with a knife. This is but part of the tremendous appeal sweet

goods hold for the public. And their great appeal is being reflected in tremendous sales success.

A success that is so huge, in fact, that a recent government survey among bakery manufacturers has shown that sweet dough products are among the fastest growing sales-makers in the entire bakery industry. Meeting the apparent need for expansion of sales in the sweet goods field, DCA has developed a new sweet dough program.

This program is said to be a simple, inexpensive and practical method for the baker to get a bigger share of this rapidly growing market. It is built around these five elements:

● **Package**—A beautiful three-color package claimed to be the most attractive ever designed for eye-appeal and buy-appeal. This package has been tested in market after market, and proven itself to be a top-notch salesman for sweet dough products, it is claimed. It stands out on the shelf and has wonderful customer appeal when displayed in the grocery store. It works equally well when put out on house-to-house routes. The package is made of a collapsible, grease-proof board, and is designed to hold 6 variety "Koffee Kakes." It's a big, dramatic package, and it sells at a popular price.

● **Product**—DCA has developed special mixes to meet the needs of this promotion so that the baker can sell a quality product at a popular price.

● **Method**—With the DCA method, 12 basic varieties can be made up with but a single operation. Thus the baker is able to offer the public a fine variety of sweet dough products, putting out a different variety package every day. And variety sells the public, it is pointed out.

● **Promotion**—An eye-catching window poster has been developed by the company. Printed in appetite-appealing full-color, this poster com-

bines beautifully with DCA's dramatic, sales-building counter display, the firm claims. This winning combination has been designed to help bakers all over the country to build up their sweet goods sales.

● **Instruction Book**—A complete book, offering full clear instructions and recipes for making every variety of sweet dough product is included as part of the DCA promotion kit. The varieties suggested will enable the baker to offer the sort of variety in high quality products that is the key to success in the sweet goods field, the company states.

The program is said to combine the two essentials for profitable sweet dough operations: A high quality, excellent variety of products, plus eye-catching, sales-stimulating package that is "tops for eye-buy-me appeal," the company said.

—BREAD IS THE STAFF OF LIFE—

Advertising on Pennies Proves Effective

Since the Banner Baking Co., Bloomington-Normal, Ill., operated by C. L. Keith and his sons, Charles and Cliff, Jr., opened for business in March, 1948, they have used several methods of promotion that resulted last year in a business of over \$100,000.

Among the various promotional methods used and one that has been extremely effective is the use of a small circular ad (see accompanying illustration), "Buy Banner Bread," attached to pennies. The baking con-

cern is strictly a wholesale business and to reach retail customers, they had to operate this in cooperation with their retail outlets. The company secured 10,000 new pennies from the bank for the first distribution and



attached one of these little round ads to each. This was comparatively easy because the ads were on gummed paper and all that had to be done was to wet them and stick them on. These were distributed to the co-operating grocers and exchanged for a like amount of currency. The grocers then gave these out to customers of their stores who had pennies coming in their change. The novelty of the advertising intrigued both retailers and customers. A decided increase in sales of "Banner Bread" was noted while the distribution lasted.

The only cost to the bakery was that of printing the ads and attaching them to the pennies.

The success of this form of promotion depends upon its novelty and, if used constantly, the novelty would soon wear off. Therefore, it is planned to use it periodically rather than continuously.

The baking company uses several other methods of promotion. The company makes a point of trying to use promotional methods that take the advertising directly to the point of sale and directly into the home. The "penny" advertising does better, even, than these—it takes it directly into the purse or pocket of the buyer—a place where it is more effective than in any other.



NEW PLAN STIMULATES CAKE SALES—The accompanying illustration shows newspaper advertisements in the Denver Post introducing a new promotion which sells a fully-baked cake with directions for a variety of frostings the housewife may apply herself. Telling the housewife that she can "make a cake in seven minutes" by buying it from her baker and frosting it herself, the "Frost 'n Serve" all-butter cake is hailed as the "successor to cake mixes."

"Frost 'n Serve" Program Said to Stimulate Cake Sales

Harold U. Carpenter, president and owner of American Lady Bakeries, Inc., Denver, has developed a new way to stimulate the housewife's interest in good cake. This new consumer interest has already resulted in increased sales, in the face of a seasonal and economic decline in the

normal cake business, Mr. Carpenter says.

"Frost 'n Serve"—the name of the new packaged cake—describes the whole idea because of its similarity to the Brown 'n Serve plan that American Lady Bakeries has carried on. The name Frost 'n Serve is copyrighted by the baking firm.

This latest innovation in the baking field, said the Denver Post in its first news story, is a new cake which is fully baked and needs only to be frosted before it is ready to serve.

Rich in flavor and extra fine in texture, the Post went on to say,

the cake comes in three popular varieties—gold, devil's food or white, and tastes every bit as good as a fine homemade cake. Butter is the only shortening used in this cake, and it's rich with country fresh eggs, too, it is said.

Months of careful preparation and development preceded the introduction of the plan. And its immediate success was due largely to Harold Carpenter's knowledge of sound and thorough merchandising. No ordinary cakes would be good enough to appear, uniced and capture the enthusiastic approval of the housewife—it had to be extra special, it was thought. Charles C. Boyd, Denver distributor, and Charles Jumper, cake expert for Hachmeister, Inc., were called in to work with cake superintendant Jake Konrad, in producing a new type cake of outstanding quality. They worked out the "all-butter" cake.

Special Box Used

Eight inch layers were made up, with extremely fine texture and a nice moisture content that maintains the tender freshness for an amazing length of time, it was claimed. These were packaged, two layers to the box, with a plain paper cake liner between, in a specially designed box and machine wrapped in transparent wrapper.

The package was planned and designed by Mr. Carpenter, in collaboration with his advertising agency and paper box manufacturer. An important feature of the box is the use of product pictures, showing four ways in which the housewife frosts and serves the cake enclosed. These appear on the top overlay flaps which protect the cakes and furnish a firm base for transportation and display stacking in the stores.

The printed recipes on the bottom of the box, with simple instructions for a quick frosting, as well as numerous other varieties of frostings, seem to have made a big hit with the women, for they are writing in to the bakery from all over the different markets to compliment American Lady Bakeries and tell how happy they are with the results. Other reports say that those who carry their lunches like a piece of the new all-butter cakes, even without frosting.

So simple were the instructions, so the story goes, that some of the salesmen took their first samples home, went into the kitchen, frosted the cake themselves and presented the finished art to their wives and families.

The "Frost 'n Serve" program was introduced to Denver and other markets served by American Lady cakes April 26, with the appearance of the attractive new package and with advertising that appeared simultaneously in the Denver Post, Fort Collins Coloradoan, Trinidad Morning Star, and Wyoming State Tribune & State Leader. Newspaper advertising is repeated each week, and three Denver radio stations are spreading the interesting story of the new way to buy the finest quality of "all-butter" cakes that can be "frosted" at home according to the housewife's preference.

One of the large chain markets featured this uniced all-butter cake in their own full page newspaper advertisements, and greatly increased the sale of all varieties of cakes in their stores. Sample packages had been presented to many grocery and market managers to take home and try, two days before the first store deliveries.

(Continued on page 58)

SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



Allied Trades' Service to Baking

FROM a merchandising standpoint, the baking industry of this country is especially indebted to the Allied Trades of the Baking Industry. It is true that many production men of the allied firms have and are contributing greatly to the improvement and expansion of bakery goods, and undoubtedly they will continue to give this service.

At the same time, whenever the baking industry has had a merchandising job to do, the allied trades have been called upon, and never in one instance have they failed. This group has been in the forefront of the Bakers of America Program, as it has been in all other sales efforts. In addition to this help, many of the allied firms are carrying on national advertising campaigns of their own devoted primarily to the increased sales of bakery products. It is impossible to estimate the value of these programs, but it must be an accepted fact that they have contributed greatly to the increased consumption of bakery goods. In other words, the Allied Trades of the Baking Industry has been most helpful both in merchandising and production through the many years it has served the baking industry.

Combinations Pay Off

During the past spring, various state bakers' associations have combined their conventions to include two, three or more organizations. The result has been that these combined conventions have been far more successful than any one group could expect to hold. This trend has been especially marked in the Middle West,

where Kansas City and Chicago were the sites of combined conventions which seemed almost national in scope.

The major bakery associations on the Atlantic Seaboard have not yet "seen the light," and within a comparatively short period of time the New England Bakers Assn., the Pennsylvania Bakers Assn. and the Potomac State Bakers Assn. are holding their own spring gatherings. Perhaps sometime in the future these organizations will hold one combined spring gathering.

What we started to comment about, however, was the value of combined sales promotions activities by groups of bakers. The outstanding example of this, of course, is the Bakers of America Program. The time is long since past when indi-

vidual bakers, or groups of bakers, can stand on their own initiative. The greater the combination of effort, the better are the results. This applies to bakery associations as well as to individual bakers.

Excellent Cooperation

The recent attention given to sandwiches by Good Housekeeping magazine is undoubtedly the finest cooperation the baking industry has received from a consumer magazine. It is true that other papers have devoted pages to the value of bakery goods, but not to the extent that was done in this instance.

Naturally Good Housekeeping did not do this merely for its own advantage. Its editors knew full well the food value and the appetite appeal of sandwiches. Its primary purpose was to serve its readers by giving them the valuable information it did about this food item.

The benefit to the baking industry should be tremendous, and its value to individual bakers can be increased by the manner in which they tie in their own merchandising campaigns this summer with sandwiches. Window displays of sandwich bread should be particularly valuable. Wholesale bakers might induce retail grocers to make window-tie-ins with them, coupling other products which usually are used in sandwiches. In fact, there is almost no end to the merchandising possibilities of the sandwich trade, providing all cooperate.

Food Costs Are Low

According to many authorities, American consumers are getting more and better foods at lower costs than at any time in the past. Unfortunately, however, they are not being made sufficiently aware of this fact. We believe that is true of bakery products. The Bakers of America Program is doing excellent work in its way, but it is not involved with the economies of the baking industry.

As an example of what we mean, Nathan Cummings, chairman of the board, Consolidated Grocers Corp., recently declared that "while food prices have naturally gone up in the last decade, the \$53 billion a year food industry has, in most cases, given more value for each dollar you spend than almost any other business. Based on the number of hours a man must work to buy a pound of butter or a loaf of bread, the U.S. has the world's lowest food prices. And when the per unit cost of most foods is figured, this becomes even clearer."

But because these facts have not been stressed to the public, baking and other food industries have been subjected to much criticism, both publicly and privately, on the basis of price alone. This unfortunate situation can only be overcome by taking the true price facts to consumers at

(Continued on page 54)

Methods That Sell to Women . . .

The Spring Party Season Can Be Profitable

• By Dorothy Glenn



THIS is the season of graduation parties, bridal parties, lawn socials, teas, picnics and Sunday Brunch. Everyone is in the mood for festive occasions. Mrs. Homemaker plans and executes these parties. How can she be encouraged to buy more of your goods for these affairs? Party foods are generally profitable items for the baker. It is worth a little extra effort to get this business.

What about party foods? What does Mrs. Shopper expect? First of all, she wants the very finest quality. She can cut a few corners here and there on her family, but when her reputation as a hostess is at stake she will not spare quality. Assure customers that you go to no end of trouble to use the finest ingredients and produce the best quality for special occasion baked goods.

Second, Mrs. Shopper wants appearance that is excellent. Whether it be wedding cakes or petit fours for tea, goods must have that delectable, never-to-be-forgotten appearance.

The hostess is depending upon all the food to be the very finest, and certainly eye-appeal is a "must." Even the coffee cake for brunch and parkerhouse rolls for the picnic must have eye-appeal.

Sell Service and Specials

Third, Mrs. Homemaker wants service. You can have a profitable order business for special parties if you tell consumers what you can do for them. Is there any reason you cannot provide (on order) puff shells or eclairs shells of nearly any size? Puff shells, split and filled with chicken a la king are delicious for special parties.

Puff shells or eclairs shells make a delightful and easy dessert when split, filled with ice cream and topped with fruit or a sundae sauce. Let Mrs. Shopper know that you can provide these goods for her.

Some bakers make patty shells on special order. They are delightful variations for party use and Mrs. Home-

(Continued on page 55)

housewife away from her neutral feeling and into a specific brand preference. He pointed out that in most cases softeners offered no aid to bread sales.

Sanitation Course Recommended

J. Roy Smith, Smith's Bakery, Mobile, Ala., a governor of the American Bakers Assn., spoke briefly on the Bakers of America Program and stressed the need of backing the American Institute School of Baking. He also urged bakers to attend the coming course in sanitation in New Orleans in June, which is sponsored by the AIB.

I. B. Tigrett, Mobile, Ala., presi-

dent of the Gulf, Mobile & Ohio Railroad, was the last of the speakers on the business session. Following his appearance, the installation of officers and a short talk by Mr. Wolf preceded adjournment.

Gordon Smith, Smith's Bakery, Mobile, recommended the Tri-State Bakers Assn. request that the American Bakers Assn. conduct a spot survey to ascertain what kind of bread the American consumer wants and likes. He suggested this information then be turned over to the American Institute of Baking for laboratory staff work on the development of an "ideal loaf." The formula for such a loaf would then be given to the industry.

The association adopted a resolution calling on the ABA to undertake the survey and research for such a loaf as Mr. Smith described.

In addition to Mr. Smith's resolution, Harold Salmon, Holsum Bakeries, New Orleans, presented two other resolutions which were adopted: One in memory of Eugene K. Quigg, head of the Richmond (Ind.) Baking Co. and president of the American Bakers Assn. prior to his recent death, and another of thanks to all who aided the convention's success.

An informal cocktail party in the presidential suite of John Wolf preceded the annual banquet in the Tulane Room of the Jung Hotel. Mr.

Pollman was in charge of the banquet, which was featured by the appearance of newly elected and retiring officers of the bakers' and allied men's associations, dancing and entertainment.

Following the convention, a group of retailers met for the organization of a retailers' division of the Tri-State Bakers Assn. Samuel Marshall, Elektrik Maid Bake Shops, Inc., Mobile, Ala., was elected president of the division, with Ray Rutland, Rutland Bakery, Birmingham, Ala., named vice president for Alabama; L. Schweizer, Blue Ribbon Bakery, Hattiesburg, Miss., vice president for Mississippi, and Henry Reuther, Henry Reuther's Bakery, New Orleans, vice president for Louisiana. Mr. Baudier was named secretary-treasurer of the new organization.

The Allied Trades of the Tri-State Bakers Assn. elected the following officers: Horace Rowley, Wesson Oil & Snowdrift Sales Co., president; Maurice Dennerly, Charles Dennerly, Inc., vice president, and Harry Redmon, Russell-Miller Milling Co., New Orleans, secretary-treasurer; directors: Floyd Spurlock, Standard Brands, Inc.; P. L. Thomson, P. L. Thomson & Co., and Vernon Wagner, Charles P. Wagner & Bro.

—BREAD IS THE STAFF OF LIFE—

Fred Stella Elected Head of Illinois Bakers

CHICAGO — Fred Stella, Stella Baking Co., Danville, Ill., was recently elected president of the Illinois Bakers Assn. R. J. Conover, Lucky Boy Bakery, Galesburg, was named chairman of the wholesale division, and Harvey Brouillette, Harvey's Pastry Shoppe, Champaign, chairman of the retail division.

Paul Zickgraff, Bake Rite Bakery, Peoria, was elected treasurer and Thelma J. Dallas, Chicago, is secretary.

Directors, elected for a three-year term, include Al Heisler, Jersey Bakery, Jerseyville; Charles Oswald, Oswald's Bakery, Chicago, and Ed Seibert, Noll Baking Co., Alton.

Walter H. Kurth, the Pastry Shop, Bloomington, was named a director for two years, and George W. May, Purity Baking Co., Bloomington, for one year. Al N. Wolford, Schulze Baking Co., Peoria, was appointed by the president for a one-year term as director.

Other directors whose terms have not expired are: Nick Amrhein, Amrhein's Bakery, Springfield; R. D. Bills, Jr., O'Connor-Bills, Mattoon; L. E. Caster, Keig-Stevens Baking Co., Rockford, and R. J. Lewis, Lewis Bros. Bakery, Anna. George Chussler, Bakers Weekly, Chicago, is the allied member of the board.

Members of the allied advisory committee, elected by allied representatives, are Ralph Bala, Red Star Yeast & Products Co., Davenport; Paul Cadwell, J. W. Allen & Co., Chicago; William Grewe, International Milling Co., Chicago; George Heninger, Standard Brands, Inc., Peoria; E. L. Hunter, Wesson Oil & Snowdrift Sales Co., Peoria; W. J. Lucas, Rodney Milling Co., Springfield; Bob Montag, Brolite Co., Chicago; Fred Nicolai, Anheuser-Busch, Inc., Chicago and R. R. Zimmerman, Cahokia Flour Co., St. Louis.



When Customers Are Better Fed

In all walks of life, your customers are better fed with breads you bake with plenty of good milk. And you'll satisfy more of their individual taste preferences when you use plenty of BOWMAN UPC*, the nonfat dry milk solids PRECONDITIONED especially for uniform high baking quality.

Known to bakers for many years as the dependable standard for flavor-richness, BOWMAN UPC* works best in the doughs and through make-up, producing finer textured loaves of full volume and beautiful color.

Standardize on BOWMAN UPC* and you accomplish all the best results for which you use good milk in baking.

Bud Bowman says: To make more customers, use more BOWMAN UPC in your breads.*



* BOWMAN UPC non-fat dry milk solids, PRECONDITIONED with not more than 1.25% specially treated cereal flour

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Restaurant Industry—Customer or Competitor?

THE title of this article is "The Restaurant Industry—Customer or Competitor?" Actually, that title should read—"The Restaurant Industry—Customer AND Competitor?" Because right now the restaurant industry is both, and will continue to be both for some time to come. What I would like to discuss, however, are ways and means for building up the restaurant industry

By Andrew J. Crotty, Jr.
President, National Restaurant Assn.

as a customer of the baking industry and holding down its rather alarming growth as your competitor. But first, let's serve some facts and figures—sunnyside up—which pertain to the restaurant industry as your customer.

I don't know how many of you realize it, but the restaurant industry is—for better or for worse—the bak-

ing industry's second largest customer. The American housewife is, of course, your first and foremost love. But we are next in line, even though most bakers keep us sort of hidden away in the "back streets" of their minds.

Statistically speaking, the restaurant industry is a potential \$200 million customer, because that's what hotels and restaurants spend, every year, for baked products. Putting it another way, the average restaurant spends 6% of its food dollar for baked goods, which is a good deal more than it spends for butter or eggs or ice cream or coffee or tea or a number of other foods. But all is not gold

EDITOR'S NOTE: The accompanying article by Andrew J. Crotty, Jr., president of the National Restaurant Assn., comprises the essential text of an address given by Mr. Crotty at the annual luncheon meeting of the Allied Trades of the Baking Industry during the American Bakers Assn. convention in Atlantic City last October.

that glitters. Especially that \$200 million I just mentioned.

According to some follow-up statistics—served sunnyside down—22% of our restaurants and 69% of our hotels are estimated to do their own baking—with the exception of bread and rolls. While, in both businesses about 85% do some of their own baking. These percentages, incidentally, are based on the larger and better class restaurants and hotels, which do the greatest volume of business. It is an unfortunate but significant fact that among those restaurants and hotels where the baker is strongest, volume of business and prestige are weakest. And so, we have already quickly shifted from the pleasant picture of the restaurant industry as a customer to the down-



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more uniform
ENRICHMENT

PFIZER Enrichment Wafers

Surer

These Pfizer Enrichment Wafers are built to take rough handling. They are specially formulated to resist breaking and dusting in transit—so you get full strength when you add them to the dough.

Faster

Pfizer Enrichment Wafers are further specially compounded to disintegrate rapidly in water or yeast suspensions. You can cut mixing time to a minimum.

More Uniform

Every particle of Pfizer Enrichment Wafers is specially milled to optimum particle size. Consequently each Wafer is capable of complete and uniform dispersion throughout the dough batch.

To aid dispensing, Pfizer Enrichment Wafers are available in handy set-up boxes, containing 50 Wafers; in types "A" and "B" for high or low non-fat milk content. Each Wafer is sufficient to enrich 100 pounds of flour and is doubly scored to speed and insure accuracy in the preparation of smaller batches. Write today for our latest descriptive leaflet. Chas. Pfizer & Co., Inc., 630 Flushing Avenue, Brooklyn 6, N. Y.; 425 North Michigan Avenue, Chicago 11, Ill.; 605 Third Street, San Francisco 7, Calif.



Dan W. Murchison

NAMED BY BORDEN — Dan W. Murchison has been appointed assistant sales manager of the Borden Co.'s Dry Milk division, according to H. W. Walker, sales manager. Mr. Murchison, a veteran of 18 years with the Borden Co., mostly in the dry milk field, replaces Frank J. Torrens, who has resigned.



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For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

"Golden Loaf" FLOUR
TENNANT & HOYT COMPANY
LAKE CITY, MINNESOTA



BILLBOARD PROMOTES BAKED GOODS—The 12 by 25 ft. billboard shown above displayed the "Buy It Baked" message to over 1 million persons from 25 boards in Pittsburgh in December and January. Miniature billboards displayed the names of bakeries carrying the union label as part of Local Union No. 12's advertising campaign under Samuel Wehofer, president. Street car posters, leaflets and store window streamers are also to be used to point up the value of baked goods bearing the union label.

right sobering one of the restaurant industry as a competitor. I say it is a sobering picture (or should be to you bakers) for two reasons: First, because more and more restaurant operators are doing their own baking. And, second, because more and more people are eating more and more meals away from home.

There is a rather startling figure to back up that second statement of mine and here it is. In June of 1949 it was estimated that one quarter of all the food that is consumed in this nation was eaten out—away from home. In other words, 25% of your

favorite customer's food dollar is going to the restaurant industry.

Cafeterias Grow

And here's another important angle. A major reason for the increase in the number of meals eaten away from home had been the growth of school and industrial cafeterias. I don't need to tell you bakers that this development has resulted in a marked decline in the use of the old-fashioned lunch box—which for years was one of your best sources of sales of bread, pies, cookies and cakes. Even if the baker supplies the

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Milled only from the very choicest
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Mennel

Quality, Uniformity,
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**HOSTESS
SUPERCake**

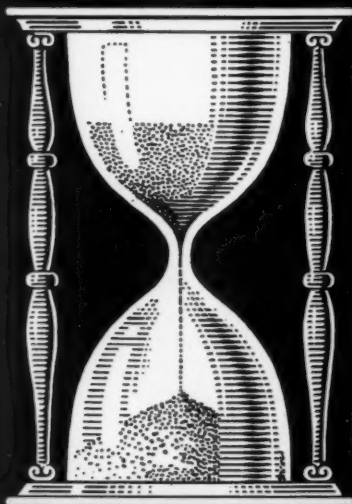
Special
Cake Flours

**The
Mennel Milling Co.**
TOLEDO, OHIO - U.S.A.

Mennel

**EVERYTHING
FOR THE PIE BAKER**
Crust Rollers - Rimmers
Automatic Pie Machinery
COLBORNE MFG. CO.
CHICAGO, ILL.

Wisconsin Rye Flour
We Specialize in Dark Varieties
FRANK JAEGER MILLING CO.
DANVILLE P. O. Astoria WISCONSIN

AGED**AERATED**

An extra step that means

BETTER BAKING RESULTS FOR YOU!

AGED—AERATED—that's how you receive King Midas Flour.

Pioneers in the use of inside flour storage tanks for the natural aging of flour, King Midas Flour Mills have now tripled capacity for Aging and Aerating flour.

Increasing total mill space to accommodate the construction of additional inside tanks means that almost half of mill space is now devoted to facilities for Aging and Aerating flour. After it has completed the milling process, King Midas Flour drifts slowly down through constantly circulating air into tanks located inside the mill. Here under controlled temperature conditions, King Midas is Aged and Aerated. Then after passing through an additional aerating process, King Midas is packed out and shipped to you.

Aged and Aerated King Midas Flour will give you the maximum in flour uniformity, increased absorption and more profitable baking results—because of the *extra step*.



King Midas FLOUR MILLS

MINNEAPOLIS



MINNESOTA

cafeteria with baked products his position is not as good as it was, since the child or worker has a much greater variety of foods to choose from in the cafeteria.

What all this adds up to is the fact that the restaurant operator competes with the baker as a baker and, also, as a purveyor of competitive foods.

I am not trying to make enemies and frighten people. Moreover, any industry that has succeeded in switching the housewife from 90% home-baked products to 95% commercially-baked products in the short space of 40 years doesn't frighten easily and doesn't need to worry too much. My only purpose in citing competitive statistics was to see if they wouldn't startle us towards making a start at finding out just why so many restaurant operators make their own baked products—and to see what could be done to stop that trend.

Now I know that if you asked 10 restaurateurs why they make their own baked products at least nine of them would tell you that it's because the bakers won't give them the variety and type of products they want. And I am certain that if you asked 10 bakers why they don't go after the restaurant market they would tell you that the restaurateur won't pay the price for what he wants. Obviously, the truth is somewhere in between. The fact that many restaurant operators and many, many bakers are perfectly happy with their relationship as buyer and supplier is proof of that.

It would seem to be equally obvious, therefore, that some sort of scientific survey should be made to determine just what the real obstacles are between the restaurateur and the baker. And like the lady pianist who always brings her music, it just so happens that I have a recommendation to that effect right here in my pocket!

This recommendation was drawn up by Col. Paul P. Logan, director of the National Restaurant Assn.'s food and equipment research department. It goes into some detail on the specific subjects to be surveyed.

"In my opinion," writes Colonel Logan, "there is need for better quality baked products in restaurants where such merchandise is purchased from local bakeries. It is probable that the restaurant operators are more to blame than the bakers for this condition, because the average baker has the ability and the equipment to produce high quality material if such were demanded by the operator.

"Restaurant operators purchasing baked products on a price basis can always find some baker who will make the items they are using a little bit cheaper. However, this is false economy since the service of good bakery products enhances the food service in a restaurant and conversely, the use of inferior products detracts from the food service.

"I would like to see a joint study made by the American Institute of Baking and our research department on the increase in volume which could be realized by some Chicago restaurant through the introduction and use of high quality variety breads, sweet doughs and pastries. It is believed that on the basis of such a study the American Bakers Assn. could undertake a survey of the needs and desires of the restaurant industry as a whole for bakery products.

"If and when standards of quality could be established for various products made by commercial bakeries

and bought by restaurants, it would be interesting and educational to have a demonstration and display of such products at our next annual convention."

Now that recommendation isn't based on mere curiosity or love of statistics. We happen to know that surveys of this nature can be extremely helpful to both the allied industry concerned and to the restaurant industry. Last spring, for example, we published a "Report on Coffee in Public Eating Places," which was made by a joint committee of the restaurant and coffee in-

dustries. We also have published a report on dishwashing practices and equipment, which was made after a survey showed that dishwashing equipment was the restaurant operator's No. 1 equipment headache.

Reports Helpful

Both of these reports have been most helpful. Not only for the information they contain but for the future programs of cooperative action they outline. I am certain, for example, that the program of action outlined in this coffee report will result in increased coffee sales to the

consumer and increased coffee sales from the roasters to us. And isn't that worth while? Isn't it a great deal more sensible than allowing differences of opinion on price, product quality and service to reach a point where the restaurant operator might decide to roast his own coffee? It has been done, you know. And it is still being done in some cases.

Getting back to our own industries, I feel that the fact that we, the customers, are examining the possibility of a joint restaurant-bakery survey is also significant. It in-



NATION-WIDE FORMULAS IN BAKER'S

TWO-PAGE AD IN LIFE AND COAST-TO-COAST BROADCASTS TELL PUBLIC ABOUT BIG

MR. BAKER, here's your chance to make the \$10,000 Grand National Bakers' Formula Hunt of 1950 increase your sales and profits!

The way is all prepared. Pillsbury has scheduled powerful national advertising to announce that bakers are staging a mouth-watering Parade of Prize-Winners in June. Prize-winning formulas and a wide assortment of tie-in materials are ready for you.



THIS EMBLEM is an effective new selling tool for YOU!

Prominently pictured and explained to the public in the LIFE ad, this blue "Award-Winner" emblem identifies the products you bake from prize-winning formulas. A supply of emblems is included in the merchandising kit, for marking any of the prize foods that you feature... Use this sales-stimulator not only during the June Parade of Prize-Winners, but in the months and years ahead—whenever you bake any of the prize-winning items. It tells your customers you've got something specially delicious for them!



SMASHING

COLOR SPREAD IN LIFE Starts the Ball Rolling

Two full pages in the May 29 issue, in brilliant, appetizing color, announced the big promotion to LIFE's 27,500,000 readers. A huge illustration features "FIESTA FRUIT-FAN"; a glamorous, award-winning coffee cake. Three other winning bakery products are pictured.

RADIO, TOO! Announcements on Pillsbury's high-ranking, nation-wide network radio programs will carry news of the Parade of Prize-Winners into millions of additional homes.

PILLSBURY

Makers of Quality Flours for every Bakery purpose

GENERAL OFFICE

indicates that your No. 2 customer, like Barkis, is "willin'." As a matter of fact, the whole trend in the restaurant industry today is to eliminate the task of food processing wherever possible. The increasing purchase of prefabricated meats is one example of this trend and there are many others. Why should the baker be the exception?

I have no doubt that I'll be colored by bakers who can give me many reasons why they consider the restaurant operator an unreasonable price buyer who never has given the commercial baker an even break

Well, there's much to be said on both sides. But this I know. When, as and if the baker succeeds in changing the restaurant operator from a competitor to a customer he will gain a lot more than the additional volume that business represents. He will also gain one of the best salesmen, to the consuming public, he has ever had. And that's the reason why the restaurant operator should not be shrugged off as a "price buyer"—even if he is!

As you gentlemen know, your basic competition is not from the restaurant baker or even from the home

baker. Your basic competition comes from the thousand and one foods that are seeking a place in the consumer's 26-oz. stomach. Now you also know that in this struggle between competitive foods the wheat foods are just barely holding their own. As a matter of unpleasant fact, the Bureau of Agricultural Economics recently observed that "the consumption rate for wheat products in general during the past few years has tended to assume the general downward trend evident in the prewar period."

In other words, in the current com-

petitive struggle between foods you need all of the help you can get. And the restaurant operator can be, and should be, for his own sake as well as yours, a helpful and cooperative salesman of baked products.

Looking at it from the baker's standpoint this would be a wonderful advantage. The restaurant table, or counter, is an ideal show and test case for his new, different and improved baked products. Bakers are understandably hesitant about changing the products they sell through wholesale or house-to-house distribution because the mass consumer market is so competitive that any variation might lead to a serious slip in position. But the gamble involved in producing new and different products for restaurants is well worth taking. First, because of the comparatively minor cost involved and, second, because the consumer when dining out, is much more likely to be "sold" on the new and different product.

The restaurant operator can do a fine selling job for the baker through his promotional activities as well... through his messages to the consumer on menus, table tent cards and counter cards for example. And the baker does have a story to tell. Every chapter in the historical story of the Staff of Life is fascinating. And in this era of nutrition consciousness the story of enrichment plus bread's natural food values is without parallel in the food industry.

Assuming that you, the baker, are convinced that the restaurant operator can and should be your ally and salesman in the promotion of your products, your next step is to convince him of that fact. "After all," he may say, "if the per capita consumption of wheat products is falling off, who am I to try to stop it?" or more likely, he will simply ask, "What's in it for me?"

There are several answers to that question. First, and foremost, there is the fact that fine quality baked products are second only to a good cup of coffee as the sign and symbol of a fine eating place. The restaurants that have achieved success and reputation on the basis of outstanding pies, or cakes or hot breads are too numerous to mention. One example from the distant past are the famous rolls from the Parker House, in my own city of Boston. In the recent present we have the Stouffer chain of restaurants, which got their start on the popularity of Mrs. Stouffer's Dutch apple pie. In other words, no matter what the statistics may say about the per capita consumption of wheat products the smart restaurant operator knows or should be told, that the American public has an unlimited capacity for, and appreciation of, fine baked products.

Lower Cost Meals

A second reason why the restaurant operator should be interested in cooperating with the baker in the promotion of baked products is that their use permits the production of lower cost meals. This is a factor which may become increasingly important, depending on the rise or fall of our national economy.

And so, to sum up your arguments to the restaurateur, and in the words of a popular advertising jingle, your products have flavor, nutrition and economy! What more could we ask of a food? In my opinion, a real promotion campaign—to the restaurateur and through him to the consumer—could be based on those arguments.

PROMOTION featuring THAT WON AWARDS \$10,000 CONTEST

JUNE PARADE OF PRIZE-WINNERS. SPECIAL MERCHANDISING KIT HELPS YOU CASH IN!

BIG MERCHANDISING KIT BRINGS YOU PRIZE FORMULAS, DISPLAY MATERIALS



"Parade of Prize-Winners" kit brings you Pillsbury's \$10,000 Bakery Formula Book, which contains formulas for Fiesta Fruit-Fan Coffee Cake and the other bakery products pictured in the Life ad, plus 117 additional formulas that won awards in the big contest. Merchandising materials in the kit include window and wall banners—die-cut display pieces—easel cards reading, "As Advertised in Life"—balloons for store display and give-away—reprints of big Life ad—blue "Award Winner" emblems—advertising and promotion hints, etc.

NOTE TO WHOLESALE BAKERS: The kit includes an order blank with which you can order additional quantities of the materials you can use to best advantage, including a Fiesta Fruit-Fan poster imprinted with your name.

The \$10,000 Formula Book regularly sells for \$2.00, but is included in each kit at a total cost of \$1.95 during this special sales promotion. Get your kit from your Pillsbury salesman or mail the coupon below.

MAIL THIS COUPON

... or order the big Merchandising Kit from your Jobber or Pillsbury Salesman

Pillsbury Mills, Inc.

Bakery Sales Service Department, Minneapolis 2, Minn.

Please send me _____ Parade of Prize-Winners Merchandising Kits at \$1.95 each. I enclose my check for \$_____.

Name _____

Firm _____

Address _____

City _____

Zone _____

State _____

MILLS, Inc.

Producers of an outstanding line of modern Bakery Mixes

MINNEAPOLIS 2, MINN.

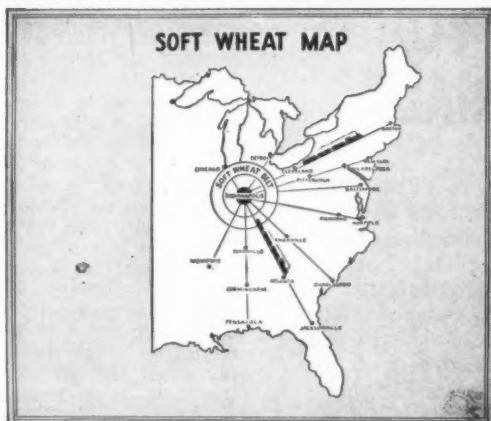
Gladiola and Red Elephant

FLOURS OF
EXCELLENT QUALITY

FANT MILLING CO.

SHERMAN, TEXAS

STRATEGIC LOCATION



ACME-EVANS COMPANY

INDIANAPOLIS, IND.

Over a Century of Milling Progress

• Since 1821 •

**104 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:**



HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
LOTUS—Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO N. Y.

But like that purple cow, I have never heard or seen one.

One obvious reason why this is so is because most of your promotional efforts, as an industry, have been understandably aimed at your No. 1 customer; have been devoted to the task of convincing the housewife that she should "Buy it baked!" And I would like to say right here that that is a slogan dear to the heart of the restaurateur as it is to you. Because that is where you and the restaurant operator meet on common ground, where you join in seeking a common objective.

Common Objective

That common objective is—keeping the housewife out of the kitchen. In a way, it is the objective of all industry, of our American Way of Life if you will . . . release from toil and drudgery, more leisure time for the enjoyment of the bountiful blessings this great industrial nation can provide.

With this great objective as a common objective there is no basic reason why the existing conflicts between our two great industries cannot be resolved, why the restaurateur cannot become more and more a customer and less and less a competitor. Then, if the restaurateur becomes a customer instead of a competitor, the trend towards dining out will become a favorable rather than a frightening factor for the baking industry.

But, as matters stand today, the trend is towards restaurant baking, despite the fact that the trend is away from restaurant processing of most other foods. What are we going to do about it? Well, my association has suggested a first step. I personally feel that we are both old enough—and have enough in common—to want to take that first step together.

—BREAD IS THE STAFF OF LIFE—

COLE BAKING CO. BUYS

LOGAN, W. VA., BAKERY

BLUEFIELD, W. VA.—The Cole Baking Co. here has acquired control of the Logan (W. Va.) Baking Co.

W. J. Cole, president of the Bluefield firm, said that controlling interest in the Logan company was purchased from Mr. and Mrs. Patsy Ferzacca and their three children, and Mrs. Dante Belladonna and one daughter. The amount involved in the transaction was not disclosed.

The Logan Baking Co., which employs about 50 persons, will continue to operate under its present name, Mr. Cole said. The Cole company also operates the Raleigh Baking Co. at Beckley, W. Va.

"Whitewater Flour"

Ground Where the
Best Wheat Is Grown

WHITewater FLOUR MILLS CO.
Whitewater, Kansas

"RUSSELL'S BEST"

"AMERICAN SPECIAL"

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

RUSSELL MILLING CO., Russell, Kansas

CHECK THESE ADVANTAGES

Anheuser-Busch yeast is designed to meet the modern requirements of the fast-stepping American baking industry. It has strength, sustained activity, and gives vigorous performance under all conditions. It assures maximum fermentation. Its inherent hardness imparts unsurpassed keeping qualities. It gives your loaf a fresh, clean flavor housewives demand.

ANHEUSER-BUSCH, INC.

A COMPLETE FLOUR SERVICE

- Hard Spring Wheat
- Hard Winter Wheat
- 100% Whole Wheat
- Cake Flours
- Pastry Flours

**RUSSELL-MILLER
MILLING CO.**

MINNEAPOLIS 1, MINN.

Millers of OCCIDENT, AMERICAN
BEAUTY and other bakery flours
to fit every formula

FAMILY PATENTS

White Crest Red Crest

Cake and Pastry Flours

J. C. L.

Sponge Cracker Flour

The J. C. Lysle Milling Company
Leavenworth, Kansas

FORBES BROS.- CENTRAL MILLS CORP.

Over 60 Years Experience
Making Quality Products

4-B EXTRA FANCY CORN GRITS
CORN MEAL CORN BRAN
HOMINY FEED

Box 886 South Topeka, Kas.

Bowersock Mills & Power Co.

LAWRENCE, KANSAS

ZEPHYR FLOUR

AS FINE A BAKING FLOUR AS A
BAKER CAN BUY AT ANY PRICE
Established 1874

Victor-Champion-Frost King-Headliner

Family Flour De Luxe

THE CRETE MILLS

CRETE, NEB

BLAIR'S *Central*
FEEDS

BLAIR MILLING CO., Atchison, Kans.

GLOBE CEREAL MILLS

EL PASO, TEXAS

Cream of Wheat Flour

"Best for the Southwest"

DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, turn to page 43 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. The pH of white bread is generally from 6 to 6.7. True or false?

2. Flour should be stored at a temperature of about 70° F. and at about 65% relative humidity for best results. True or false?

3. In order to eliminate the sliding of the meringue on top of cream and lemon pies, the filling should be cooled first before it is placed into the baked shells. True or false?

4. A nice glaze can be obtained on the top crust of bread by using high pressure steam in the oven. True or false?

5. Bakers generally use an imitation maple flavor for their baked products as the price of pure maple sugar or syrup is too high for the results obtained. True or false?

6. White spots on the top crust of pound cakes may be due to lack of salt in the formula. True or false?

7. In order to slow down the drying out of coconut macaroons, part of the sugar used in the formula should be replaced by simple syrup. True or false?

8. By replacing part of the cake flour used in making cookies by bread flour it will be found that the spread of the cookies will be increased. True or false?

9. It is permissible to use up to 6% rice flour in white bread. True or false?

10. Steam is used quite often in the oven when baking ginger snaps in order to promote spreading action. True or false?

11. The average marshmallow formula contains from 1.8 to 2% gelatin. True or false?

12. It is impossible to eliminate the white ring around the center of yeast raised doughnuts. True or false?

13. The discoloring of sliced bananas in banana pies can be retarded by the use of tablets sold under the brand name of Frulite. True or false?

14. Whole wheat flour contains about 1% wheat germ. True or false?

15. To prevent streussel coffee

cakes from falling in the center after they are removed from the oven, they should be inverted on screens or cloth covered racks.

16. The cream used for making pure whipped cream cakes should have a butterfat content of 36 to 40%. True or false?

17. To produce layer cakes from refrigerated cake batter, it is not necessary to make any adjustments to the batter before scaling it into pans and baking. True or false?

18. There is no objection to using grated lemon rind in lemon pie filling with the juice of lemons. True or false?

19. When making butter sponge cakes, it is necessary to separate the butter oil from the curd and use only

the oil in the cakes. True or false?

20. The melting point of coconut butter is varied, during the various seasons of the year, in the filling of sandwich cookies made by biscuit and cracker bakeries. True or false?

—BREAD IS THE STAFF OF LIFE—

NOLDE BROS. TO BUILD PETERSBURG, VA., PLANT

PETERSBURG, VA.—Nolde Bros., Inc., Richmond baking firm, has announced plans for building a \$250,000 branch here. About 50 persons will be employed in the plant.

ENRICH YOUR DOUGH WITH

B-E-T-S®

The ORIGINAL Bread-Enrichment Tablets

U. S. Pat. No. 2,470,804

● The development of B-E-T-S, the first tablet available for the enrichment of bread, enabled bakers to comply promptly when War Food Order No. 1 was issued. This tablet method has made enrichment in the bakery both practical and economical... and has saved bakers millions of dollars.

● CONTAIN FERROUS SULFATE—THE HIGHLY ASSIMILABLE FORM OF IRON—AS AN EXCLUSIVE FEATURE—AT NO EXTRA COST.

● Enable bakers to enrich bread to recommended potencies of all required nutrients accurately, easily and economically.

● FASTEST DISINTEGRATING TABLET ASSURES DEPENDABLE AND UNIFORM ENRICHMENT.

AND... in bread enrichment... there is one form of iron—Ferrous Sulfate—that has been proven by laboratory and baking tests to be *more assimilable*, and therefore better, than any other iron compound used in bread-enrichment tablets.

B-E-T-S, the *original* Bread-Enrichment Tablets, contain Ferrous Sulfate as an exclusive feature. This enables bakers to provide in their baked goods an iron supplement that is more assimilable and consequently more nutritious... *at no extra cost.*

REMEMBER...

**"It's the Iron that's
Assimilated that's important!"**

Sterwin Chemicals Inc.

Subsidiary of Sterling Drug Inc.
1450 BROADWAY, NEW YORK 18, N. Y.

Pioneers in Food Enrichment



COTTON BAG FASHION SHOWS POPULAR

MEMPHIS, TENN.—The present popularity of cotton bag fashion shows, coupled with continuing heavy requests, for the National Cotton Council's booklet, "Sew Easy with Cotton Bags," shows that housewives throughout the nation are demanding emptied bags by the thousands for home sewing, according to the National Cotton Council. The 24 cotton bag fashion wardrobes being distributed by the council are booked solidly through July, and the council reports that some reservations for use of the wardrobes extend into April of next year. Well over half a million copies of "Sew Easy with Cotton Bags" have been distributed by the council in the past four months. This 1950 booklet on bag sewing tells women how to utilize the cotton print sacks for clothes and home decorations.

Stocked for quick delivery: New York (N. Y.), Chicago, St. Louis, Kansas City (Mo.), Denver, Minneapolis, St. Paul, San Francisco, Portland (Ore.), Dallas and Atlanta.

...NOW TRY NATURAL WHOLE WHEAT FLOUR



Is there a difference...

IN WHOLE WHEAT FLOURS?

YOUR CUSTOMERS will see and taste the difference in your whole wheat bread when you make it with "Standard's" Natural Whole Wheat Flour... freshly milled from fine bread wheats—wheats full of flavor that put the natural nutty whole wheat taste into your bread.

Yes... "Standard's" Natural Whole Wheat Flour is different. Talk to your "Standard" man—and try it!



GENERAL OFFICES:
CHICAGO 6, ILLINOIS

STANDARD MILLING COMPANY BAKERY FLOURS



ANSWERS TO "DO YOU KNOW?"

Questions on page 41

1. **False.** Good white bread has a pH of 5.0 to 5.7.
2. **True.** When flour is stored too warm, its baking quality is hurt.
3. **True.** This precooling prevents the formation of the skin on top of the filling in the shells.
4. **False.** A low pressure steam should be used. The pressure at the oven should be less than 15 lb. per square inch.
5. **True.** The flavor of pure maple sugar or syrup is very mild. It is rather doubtful if it is worth while to use it in baked products.
6. **True.** It may also be due to, (1) the sugar used being too coarse, (2) improper mixing, (3) crusting or drying of the top crust before the cakes go into the oven, (4) low moisture content in the formula, (5) too much steam in the oven.
7. **False.** The use of simple syrup would not have any effect on the keeping quality of the macaroons. Part of the sugar may be replaced by invert syrup or honey. These products are hygroscopic, which means that they have the ability to retain moisture or draw it.
8. **False.** The spread of the cookies will be decreased. This is due to the bread flour having a higher protein content which has a binding or toughening action. Part of the cake flour should be replaced by unbleached pastry flour in order to increase spread.
9. **False.** According to government bread standards and definitions, the flour ingredient may not include more than 3% of other edible farinaceous substance. Therefore, it is permissible to use up to 3% rice flour based on the weight of the flour. Some bakers prefer to pre-cook the rice flour with part of the water before adding it to the dough.
10. **True.** It also helps to produce a nice crack on tops of the snaps and also puts a gloss on top which improves the appearance.
11. **True.** It will also contain from 30 to 32% water and 68 to 70% solids.
12. **False.** This white ring can be eliminated by frying the doughnuts completely submerged in the fat. This can be done by placing a screen over the doughnuts in the fat. Arrangements should be made so that the weight of the screen does not rest on the doughnuts. It will be found that the volume of the doughnuts will be slightly decreased when using this procedure.
13. **True.** These tablets may be obtained from drug houses. It is recommended that one tablet be used with a quart of water in which to dip the fruit. The fruit should not be left in this solution for over 30 seconds and then be allowed to drain and placed in a refrigerator. It is important that the fruit be dipped as soon as it is sliced.
14. **False.** It contains about 2% wheat germ.
15. **True.** The falling in the center is usually due to the weight of the topping being too great for the structure of the coffee cakes. By turning them over after baking and allowing them to cool in this position, the

body of the coffee cakes sets up and will not collapse.

16. **True.** This high fat content will insure a firm body. The cream should be at least 24 hours old before beating it. It should be kept under refrigeration and beaten in a cold bowl on slow speed.

17. **False.** For best results it has been found that the batter should be allowed to come up to room temperature (about 75° F.). Also, to each 10 or 12 lb. of batter a mixture of ¼ oz. baking powder and 6 oz. of powdered sugar should be thoroughly mixed in.

18. **True.** However, when grating the lemons, care must be taken to use only the outer skin or yellow part, as the pulp inside the lemons will give the filling a sharp, acrid flavor.

19. **False.** It is not necessary to do this in order to produce good cakes. In our opinion, the curd will help produce a more pronounced butter flavor in the cakes. It is claimed by some bakers that the curd will produce uneven holes in the cakes. We have never noticed any appreciable difference in the number of holes in the cakes.

20. **True.** During the warm weather

the coconut butter used has a higher melting point than in cold or cool weather. The basic formula used is as follows: 50 lb. powdered sugar, 25 lb. coconut butter and about 2 oz. citric acid. Flavor is added to suit.

—BREAD IS THE STAFF OF LIFE—

MULLER-GROCERS BAKING FIRM TO EXPAND PLANT

GRAND RAPIDS—Plans for the construction of a \$200,000 addition to its present plant have been announced by the Muller-Grocer Baking Co.

LIGHT-STRONG ALUMINUM RACKS

IDEAL FOR MODERN BAKERY HANDLING

Easy to handle, easy to clean, these new USP racks of strong, light-weight aluminum alloy are ideal for storage, cooling, and safe movement of cakes or other baked products.

Model R-212-A1
2 section cake rack.
Supplied with either
smooth top or perforated
aluminum shelves.

Model R-20-A1
1 section aluminum
cake rack.

Sturdy, rigid rack frames of tubular aluminum alloy are locked into smooth cast-aluminum corners, with protecting bumpers top and bottom. Finest full-swivel casters insure complete maneuverability and long service.

Rust and corrosion proof, easier to keep clean and sanitary, these light-weight, easy to handle USP Aluminum Racks are a practical improvement for the more convenient, efficient, economical operation of your shop. You'll be proud of their clean beauty and service.

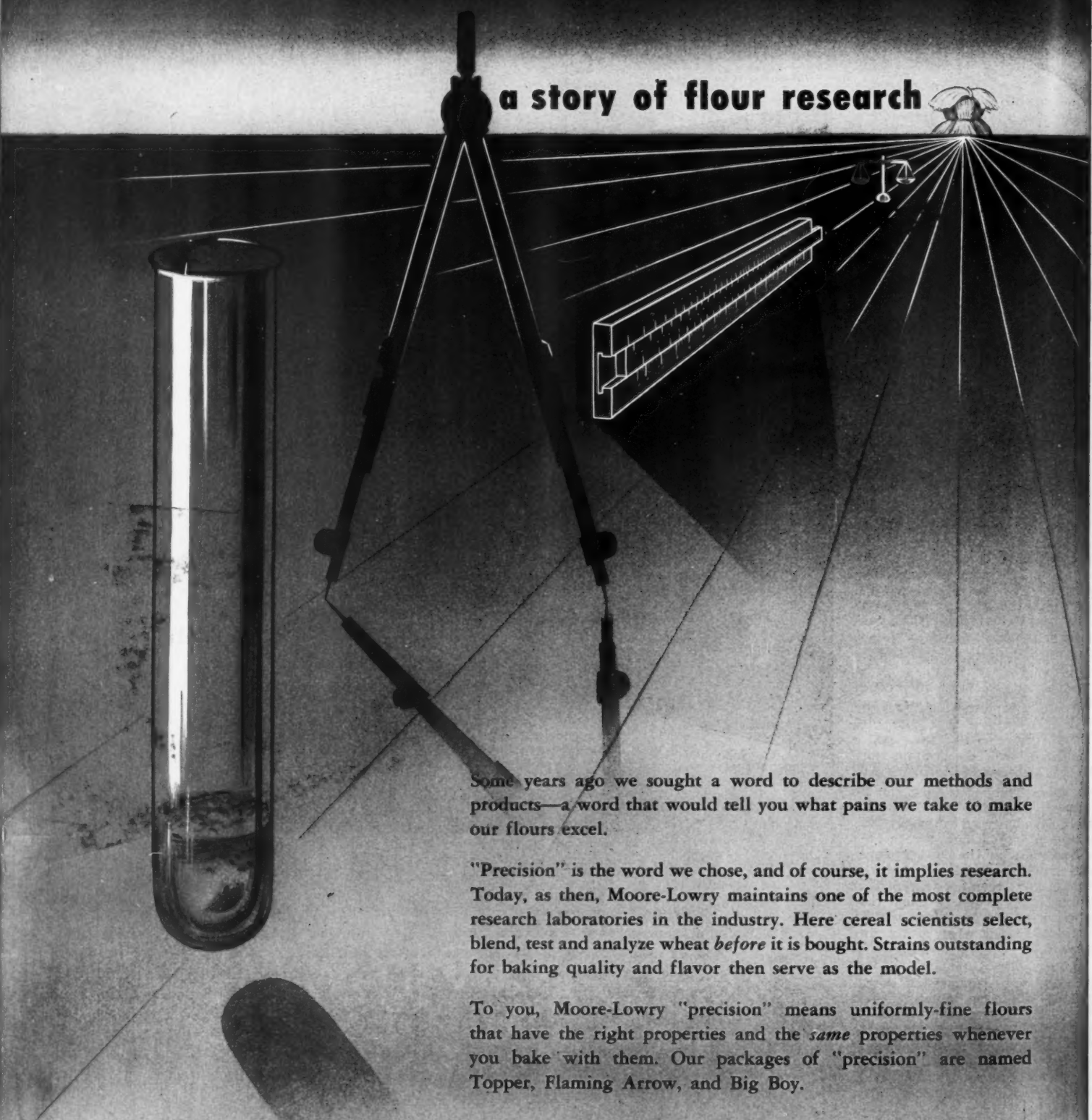
Union Steel also manufactures a complete line of heavy duty racks to meet all your shop requirements. Contact your equipment jobber today.



UNION STEEL PRODUCTS COMPANY
ALBION, MICHIGAN

PRECISION...

a story of flour research



Some years ago we sought a word to describe our methods and products—a word that would tell you what pains we take to make our flours excel.

"Precision" is the word we chose, and of course, it implies research. Today, as then, Moore-Lowry maintains one of the most complete research laboratories in the industry. Here cereal scientists select, blend, test and analyze wheat *before* it is bought. Strains outstanding for baking quality and flavor then serve as the model.

To you, Moore-Lowry "precision" means uniformly-fine flours that have the right properties and the *same* properties whenever you bake with them. Our packages of "precision" are named Topper, Flaming Arrow, and Big Boy.

THE MOORE-LOWRY FLOUR MILLS COMPANY

Offices at Kansas City 6, Mo.

Daily Capacity 4200 cwt.

Mills at Coffeyville, Kans.

Ringing

the Baker's

Doorbell

The Galesville (Wis.) Bakery, operated for the past 16 years by Mr. and Mrs. A. G. Allen, has been sold to Belle Stelpflug and her daughter and son-in-law, the Leonard Moultons, Eau Claire.

Weldon's Bakery is the name of a newly established retail bakery at 214 S. Robinson, Oklahoma City. The proprietor is Weldon Gates.

Fire destroyed the Home Bakery in Woodruff, S.C., recently and damaged an adjoining building occupied by a wholesale grocery concern. Smith Harrison, owner of the bakery, estimated his loss in equipment and stock at approximately \$9,000.

The Ozark (Ark.) Bakery opened recently. The bakery, owned by G. W. Manier, in the army at Fort Meade, Md., is under the management of Joel Lother of Webb City, brother-in-law of Mr. Manier. Mr. Lother stated that the bakery will specialize in pastries of all kinds and will cater to both retail and wholesale trade.

Parry's Baker, 603 W. 10th St., Michigan City, Ind., has opened a new sales store at 1407 E. Michigan St. Arthur Parry, owner, held open house for it April 1.

The Carolyn Ann Kitchen, Logansport, Ind., formerly the Sa-So Pastry Shop, has been remodeled and redecorated and is now opened at 1128 E. Market St. under the new ownership of Henry W. Hitzermann. The store will feature bakery goods and pastries, including homemade bread, sweet rolls, fried rolls, cakes, pies and cookies.

The Continental Baking Co. of New York will soon ask for bids for construction of a \$150,000 office and storage building addition to its plant on Richmond St. in Cincinnati.

T. C. Richeimer, Sr., who has been in the baking business all his life, has leased a storeroom for a modern bakery in the Lane Shopping Center, 1651 W. Lane Ave., Columbus, and has begun operations. He was associated with the Central Ohio Supply Co. for 20 years as the director of its baking school and originator of Cosco specialties. He will operate under the name of Ricks Bakery. An associate of the firm will be his son, T. C. Richeimer, Jr.

Mr. and Mrs. Harry W. Lappe have opened a bakery on S. Walnut St., Starke, Fla. The Lappes formerly operated a bakery on W. Call St., but discontinued it some time ago when ill health made it necessary for Mr. Lappe to rest.

A new pastry shop, The "Tasty Pastry" Shop, owned by Curtis Sanders, was recently opened in Forrest City, Ark. The shop, which caters to informal parties, church and civic club affairs as well as retail sales at the shop, specializes in home-made pies and French pastry and does not handle bread.

The Royal Baking Co., N.E. 8th

and Oklahoma, Oklahoma City, suffered a minor loss recently when fire broke out in an oven and reached into the second floor of the building. Harry S. Alexander is owner and operator.

The Murray Bakery, 2317 N. Murray Ave., Milwaukee, suffered several hundred dollars damage in a

fire which was caused by an overheated bakery oven. According to fire officials, a thin layer of concrete under the bakery oven apparently had become worn and the heat from the oven set fire to the floor. Loss to the building and other occupants was estimated at \$7,000.

Mr. and Mrs. Arthur Snyder have

opened the Tasty Pastry Shop at 113 N. Bay St., Eustis, Fla.

Milner's Bakery, Pauls Valley, Okla., has added a new delivery panel truck to its equipment.

The Gates Bake Shop was opened in Corpus Christi, Texas, recently at

YIELD

THE MOST IMPORTANT WORD

IN SECURING

BAKERY PRODUCTION PROFITS . . .

WE CAN PROVE EXTRA YIELD

(MEANING EXTRA PROFITS) IN

YOUR WHITE BREAD PRODUCTION

"Ask the Brolite man"

BROLITE COMPANY

2542 ELSTON AVENUE, CHICAGO 47, ILLINOIS

225 Fourth Ave.
New York 3, N. Y.

621 Minna St.
San Francisco 1, Calif.

4128 Commerce St.
Dallas, Texas

518 First Ave., North
Seattle 9, Wash.

686 Greenwood Ave., N. E.
Atlanta 6, Ga.

F. W. STOCK & SONS INC.

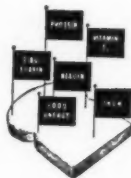
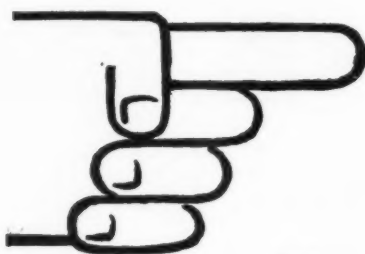
HILLSDALE, MICHIGAN

MILLERS SINCE
1862

CAKE & COOKIE FLOURS • DONUT MIXES • DONUT MACHINERY

RUGGED AND DEPENDABLE

Rugged in its ability to withstand the unexpected variations in shop procedures and timing, dependable in its daily uniformity of mixing, fermentation and baking response . . . that is KANSAS PYRAMID . . . a real quality medium patent, milled from the finest of hard winter wheats. KANSAS PYRAMID has the stuff to produce the finest loaf in any market.



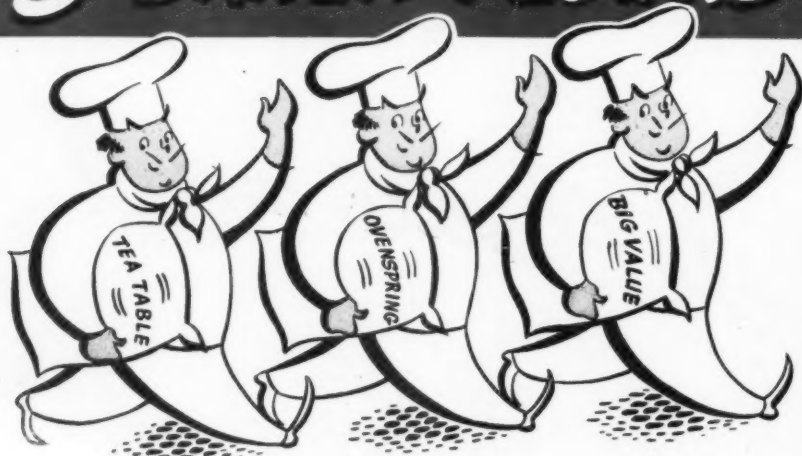
Kansas



PYRAMID FLOUR

THE WILLIS NORTON COMPANY Wichita, Kansas
Quality Millers Since 1879

3 BAKER FLOURS



that give
consistent quality!
for greater profits!

TEA TABLE

OVENSPRING

BIG VALUE

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

the newly-constructed Ayres Street Shopping Center by C. A. Gates and W. B. Pritchett. Mr. Gates has operated the Six Points Bakery there for the past 11 years.

The Garland (Texas) Baking Co. recently received a charter of incorporation from the secretary of state in Austin. The company was chartered with \$22,000 capital stock by S. W. Alford, S. A. Townsend and M. H. Dunavant.

E. M. Metcalf has opened the Cookie Corner at 517 N. Spruce St. in Colorado Springs.

Kenneth G. Conrad, employed by several Denver bakeries for the past several years, has gone into business for himself. He recently purchased the Lind Bakery, 301 Elati St. Denver, and is now operating the business under the name of Conrad's Bakery.

R. H. Cunningham and R. Froboese are now owners of the Mrs. Harvey's Baking Co., 954 11th St., Longmont, Colo.

Charles L. Long and Anthony C. Mazza have established the Ranchette Bakery in Grand Junction, Colo.

Fred O. Walker has established two bakeries in northern Colorado—both operated under the name of Dixie Cream Donut Shop. One is in Fort Collins and the other at Loveland.

E. C. White has dissolved his partnership in the business of the Bluebird Bakery at Vancouver, B.C.

The Park Bakery has been established at 800 William St., Buffalo, by Robert V. Goss.

The Better Bakers, Inc., were incorporated in San Antonio recently with \$30,000 capital stock by C. C. Cochran, Mary Lou Cochran and Leslie Taylor.

G. and H. S. Jones have filed declaration of their partnership in the business of the Kerrisdale Bakery & Delicatessen at 2243 W. 41st Ave., Vancouver, B.C.

The Hamilton Bakery, Inc., 1107 Main St., in Charleston, W. Va., was granted a charter by the secretary of state April 11. The authorized capital stock was placed at \$25,000 and the business is to commence with \$12,000. The incorporators are Andrew L. Greiner, Paul G. Sayre and Frank J. Glass, all of Parkersburg.

William Egnew has acquired ownership of the B. & J. Bakery at 1502 E. Wood St. at Decatur, Ill. His former partner opened a new bakery in that city. The two men had been partners in the B. & J. Bakery for about two years.

Wilbur's Bakery at Centralia, Mo., was opened for business recently. It is owned and operated by Roy A. Wilbur, a baker of many years' experience. He started in the bakery business in Kansas City in 1903 and for many years owned and operated his own shop in that city. The bakery has been equipped with new and modern machinery and ovens and the building has been completely redecorated.

A new bakery is being established in the heart of Salt Lake City, the

Federal Bake Shops, Inc., at 57 South Main. This company, with national headquarters in Davenport, Iowa, and with 91 stores in 22 states, is spending \$60,000 to renovate a three-story structure, with basement, and install a modern front and interior. A feature of construction will be a low-level display window with open front.

The V. Romeo Bakery Co. has opened in a new location at 634 West Prospect St., Watertown, N.Y.

Andrew Ambos, past president of the Milwaukee Retail Bakers Assn., and long active in both the local as

well as the Wisconsin Bakers Association, Inc., has retired from business to move to northern Wisconsin where he plans to open a resort. Mr. Ambos, with his wife, Irma, operated retail shops in Milwaukee for 25 years, the past 23 of which were at 55th and W. Center St. Mrs. Ambos has been active in the Baker Ladies Assn., having served several terms as secretary, president and other offices. The shop has been purchased by Thomas Barger, associated with various shops in this city for several years.

Mr. and Mrs. Clifford Benson, iden-

tified in the retail bakery business for 35 years, have purchased the Brodhead (Wis.) Bakery from H. J. Haagenen who operated the local shop for eight years. The Bensons come to Brodhead from Mt. Carroll, Ill.

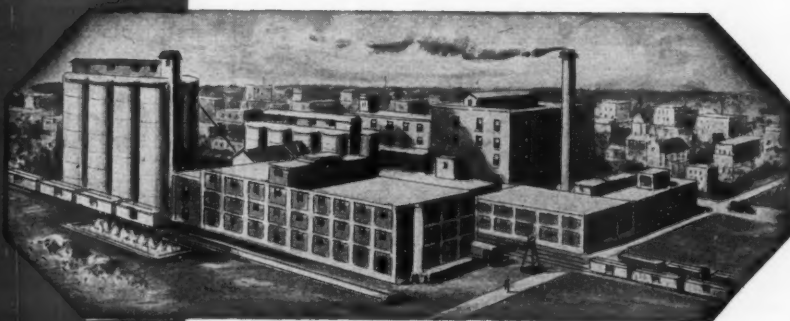
The new Phyllis' Bakery has been opened at 531 Third St., Niagara Falls, N.Y. The company's main bakery is at 1924 Pine Ave.

The Roger Street Bakery, Milwaukee, operated by Harry and Florence Springer, has been sold to Frances W. Houlihan. Mr. Springer will take an extensive cake decorating course

Winning

COMBINATION

We are thinking of the baker when we mill REX and CHARM. Besides the baker's craftsmanship in producing bread, we place our own experience and skill in milling top-notch flour. Combined, the two result in a tasty, nutritious loaf—America's major food. No expense is spared in milling REX and CHARM to produce them from the finest wheats with superior baking characteristics. That's why these flours do such an outstanding job in the bakery.



J. F. Imbs Milling Co.
420 MERCHANTS EXCHANGE
ST. LOUIS, MO.



DAILY CAPACITY—2,000 CWT.
ELEVATOR CAPACITY—1,000,000 BUSHELS

Manufacturers of FINEST QUALITY FLOUR

TRI-STATE MILLING CO. RAPID CITY, S. D.

For Over Fifty Years...

KING'S GOLD

KING'S BEST

GOLD MINE

EXCELSIOR

...Made in Minnesota

H. H. King Flour Mills Company

MINNEAPOLIS, MINNESOTA



"CREMO"

Just the Cream of Hard Wheat

ALSO SEMOLINAS

CROOKSTON MILLING COMPANY

CROOKSTON, MINN.

"ROCK RIVER" RYE

"OLD TIMES" BUCKWHEAT

**"BLODGETT'S"
RYE**

*All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848*

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

in Chicago before completing plans to reenter business.

The Superior Baking Co., 2868 N. Third St., Milwaukee, has been sold to Milan Doychinov by Rose Piolo, who has operated the shop since the death of her husband nine years ago.

The Home Bakery, Meade, Kansas, has been purchased by Mr. and Mrs. Louis Finke of Copeland, Kansas. Mr. Finke, an experienced baker, was formerly employed by the Meade bakery.

Frank Malit, Malit Bakery, Allentown, Pa., has sold his bakery to Joseph W. Rabold, who purchased the bakery for his son, William Rabold.

Robson's Bakery, Walnut Street, Pittsburgh, Pa., was sold to James Kennedy, who operates Kennedy's Bakery, East Liberty, Pittsburgh, Pa.

G. Mantsch, purchased the Blue Bonnet Bakery, Brookline, Pittsburgh, Pa., from G. Fauth, manager of house-to-house service for Bold's Bakery, Pittsburgh, Pa.

W. B. Kraft and E. R. Edwards have filed declaration of their partnership in the business of the Host Bakeries at 4870 Joyce Road, Vancouver, B.C.

The Parke Bakery at Georgetown, Ill., has been reopened under the management of Mrs. Pearle Parke, Mrs. Ferne Parke Gardner and Sam Parke. The interior has been redecorated.

Under the name "Lappe's Pastry Shop" Mr. and Mrs. Harry Lappe have opened a bakery in the Rabeck Bldg., Starke, Fla. The shop has been equipped with the latest in baking machinery.

"Doc's Pastry Bar" is being opened by C. O. "Doc" Getkin of Sunbury, Pa., a former orchestra leader. This is the only pastry shop in Venice, Fla.

The Texas Secretary of State has permitted the Mel's Cookie Co. in Texarkana to amend its articles of incorporation so as to change its name to Meyer's Bakery of Texarkana.

Walter Handreck has sold his Mari-gold Bakery, Bellevue, Pa., to Lawrence McElhaney, who formerly operated Rabold Bakery, Pittsburgh, Pa.

ARNOLD
...of...
STERLING

Mills and Sells

"Thoro-Bread"

(Diastatically Balanced)

A very fine, strong, altogether uniform and dependable flour

ARNOLD MILLING CO.
STERLING, KANSAS



**The Choice of the
Finest Hard Wheats**

The only mill in this great terminal market, Universal consistently offers:
**BETTER SPRING WHEAT
AND DURUM FLOURS**

**DULUTH UNIVERSAL
MILLING CO.**
Duluth, Minnesota

**"Sweet Cream"
"Very Best"**

Quality Flours

W. J. JENNISON CO.

MINNEAPOLIS, MINN.

Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000
Bushels
Country and
Terminal
Storage



NEW SPOKANE MILL... ONE OF
THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

Planning for SBA Exposition Under Way

ATLANTA—Plans for the Southern Bakers Assn. second biennial exposition, scheduled here Sept. 17-19, are moving along rapidly, according to a recent statement by E. P. Cline, secretary of the SBA.

Space contracts have been mailed to all previous exhibitors, and they are being given a 10-day advance privilege in the selection of space for the current show. Mr. Cline advises that over 90% of previous exhibitors have advised of their intention to have a part in the second exposition. Requests for space by new exhibitors will be considered in the order they are received.

Options to care for additional space in Taft Hall and the new trade show annex in the Atlanta Auditorium have been taken.

Conferences for retail and wholesale bakers are included in the planning. "A Program for and by Production Men" is the theme of the educational program. The complete program will be announced at an early date.

Due to the fact that many exhibitors will display equipment, services and materials of interest to other industries, the invitational lists will be expanded and exhibitors will be given the privilege of inviting friends and customers from the hotel, restaurant, candy and ice cream trade, and others who have a definite interest in the many various displays.

—BREAD IS THE STAFF OF LIFE—

CHANGES IN LEVER BROS.

EXECUTIVE STAFF MADE

NEW YORK—Lever Bros. Co., manufacturer of vegetable shortening and other products has announced changes in the members of the board and top executives, a move that has been anticipated since the resignation of Charles Luckman, as president, last January.

John M. Hancock, partner in the investment banking firm of Lehman Bros., becomes chairman of the board. Jervis J. Babb, executive vice president of S. C. Johnson & Son, Inc., wax makers, is the new president.

New members of the board will include Franklin J. Lunding, president of the Jewel Tea Co., who will also act as chairman of the executive committee of the Lever board. The others are William H. Burkhart, vice president of Lever Bros. Co.; J. Laurence Hayworth, directors of Lever Bros. & Unilever, Ltd.; Charles A. Massey, president of Lever Bros., Ltd., Toronto; Robert B. Smallwood, president of Thomas J. Lipton, Inc., and Louis F. Watermulder, vice president of Lever Bros. Co.

—BREAD IS THE STAFF OF LIFE—

More Holdups Besiege Boston Baking Firms

BOSTON—Local bakeries experienced two holdups in this area recently as hold-up men switched from other enterprises (such as Brink's) to concentrate on the baking industry. Apparently disbelieving poor business reports which are besetting this industry, two separate hold-ups were successful in their quest for funds,

and the robberies were accomplished within an hour of each other.

The first and more successful, as measured by the amount stolen, took place in the Table Talk Pastry Co. when a self-possessed bandit wearing the uniform of an armored car company talked the girl cashier into handing him the days receipts of over \$4,700 and escaped in a battered car with two confederates a few minutes before the real armored car messenger arrived.

"Where's the money?" he asked. "Where's Pete?" the cashier countered, since Pete is the regular collector.

"His truck broke down," the bandit replied.

"They sent me from the office." He waited complacently as the girl made up the 43 envelopes and filled them with the collections of the company's 43 salesmen and placed the money in a money sack and then he gave her a receipt and went serenely out of the building.

A few minutes later two hold-up men entered the local Ward Baking Co. plant and took \$400 from the cashier, knocked him unconscious and placed him in a vault where he was imprisoned for six hours before he was discovered. Thirty employees were working in the immediate vicinity at the time unaware of the robbery.

SHERLOCK BAKING CO. BEGINS MODERNIZATION

TOLEDO, OHIO—The Sherlock Baking Co. will expand and modernize its plant here at a cost of approximately \$200,000. The program will include a 30 by 106-ft. two-story building for additional storage space and company offices, the installation of a new oven to provide additional quality and control, and the paving of a 90 by 106-ft. area for off-street parking of company trucks. Completion of the expansion and modernization is scheduled for August.

*Many successful bakers
are following these guideposts
to increased profit!*

**SUBSTANTIAL PAYMENTS
RECEIVED REGULARLY**

**FIRM SALVAGE PRICES
FOR MONTHS AHEAD**

**RELIABLE DEALER
NEAR YOU**

STURDY COTTON BAGS

Hundreds of successful bakers,
the country over, are profiting from
the use of cotton bags. They're stronger (the
only type used for export). They're easier to handle,
stack, and store! They have high resale value to
reliable Bag Buyers the country over—and, if you are
a retail baker, to housewives . . . across the counter
and door-to-door. Check today with your mill supplier
for details on nation-wide Cotton Bag Salvage Plan.

TEXTILE BAG MANUFACTURERS ASSOCIATION
611 Davis Street
Evanston, Illinois

Cloth Bags

Consumer Acceptance of Bread Containing Non-Fat Dry Milk Solids

• By E. L. Jack, University of California

THE improved nutritive value of bread containing milk in all forms has been well established wherein the biological value of the wheat proteins is greatly increased.

It has also been demonstrated that bread containing milk has better appearance, flavor and keeping quality.

There has not been clearly demonstrated, however, the relationship of consumer preference to breads with different quantities of milk.

The usual recommendation is for six pounds of nonfat dry milk solids for each 100 lb. flour, i.e., 6% milk bread, because this amount of solids

equals the amount that would be introduced into the bread if all the liquid were fluid milk.

Experiment Set Up

In order to gain information on preference for different quantities of nonfat dry milk solids in bread an experiment was set up whereby a group of about 320 growing boys, ages 8 to 16, was fed breads containing different quantities of nonfat dry milk solids. Facilities at a state school were made available through the cooperation of the California Youth Authority.

This was a well-equipped, self-con-

tained unit with baking and other necessary facilities available. The regime was strict so that necessary control could be exercised at all times. Menus were prepared in advance so as to provide an adequate diet and complete records of all pertinent information were kept.

The plan of the experiment was to feed all the boys a standard bread along with their regular menu for an eight-week period, then shift to another bread containing a different quantity of nonfat dry milk solids for the next eight-week period, continuing in this fashion changing breads at each eight-week interval until the cycle was completed. The levels of nonfat dry milk solids chosen were 0%, 6%, 10%, and 14%. The first trials were fed in that order.

Then, to minimize any possible effects of season, or other influences

EDITOR'S NOTE: The accompanying article is the essential text of a paper delivered by Mr. Jack before the National Western Meeting of the American Dry Milk Institute, Inc., in San Francisco recently. Mr. Jack is in the Division of Dairy Industry of the University of California at Davis, and his work on the consumer acceptance of bread containing different amounts of nonfat dry milk solids was supported in part by funds provided by the California Dairy Industry Advisory Board.

than the quantity of nonfat dry milk solids, a repeat series of trials were made in the order, 6%, 14%, 10% and 0%.

Results Tabulated

In the first trials considering the 0% nonfat dry milk solids as 100% consumption the others were as follows:

6% equals 103.4% bread consumption
10% equals 108.0% bread consumption
14% equals 114.6% bread consumption

In the second trials, considering 0% period again as 100% bread consumption the results were as follows:

6% equals 105.5% bread consumption
10% equals 107.1% bread consumption
14% equals 108.5% bread consumption

Averaging both periods in each trial where bread containing the same amounts of nonfat dry milk solids was fed the averages are as follows:

0% equals 100% bread consumption
6% equals 104.4% bread consumption
10% equals 107.1% bread consumption
14% equals 112.6% bread consumption

Thus it is apparent in both trials that the bread consumption increased as the amount of non-fat dry milk solids in the bread was increased.

Data were also obtained on the total quantity of food consumed as well as on its composition. Analyses of the results showed that the diets were liberal in caloric value, protein, and calcium and phosphorus for the needs of the boys.

It seems logical therefore, to believe that where bread forms a substantial portion of the diet, in this case consumption of nearly one half pound per boy per day, a significant preference is shown for bread containing liberal amounts of milk.

—BREAD IS THE STAFF OF LIFE—

NAMED AD MANAGER

ST. LOUIS—R. E. Krings, formerly assistant director of advertising for Anheuser-Busch, Inc., St. Louis, was recently named director of advertising on the resignation of George F. Tilton, who retired because of ill health after 16 years with the firm.

A RECOGNIZED MARK OF EXCELLENCE FOR MORE THAN 70 YEARS



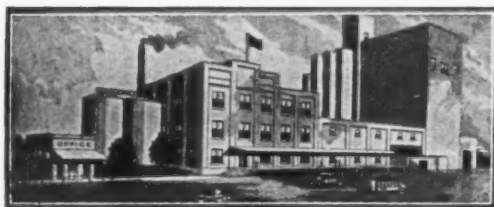
FLOUR FOR PERFECT BAKING



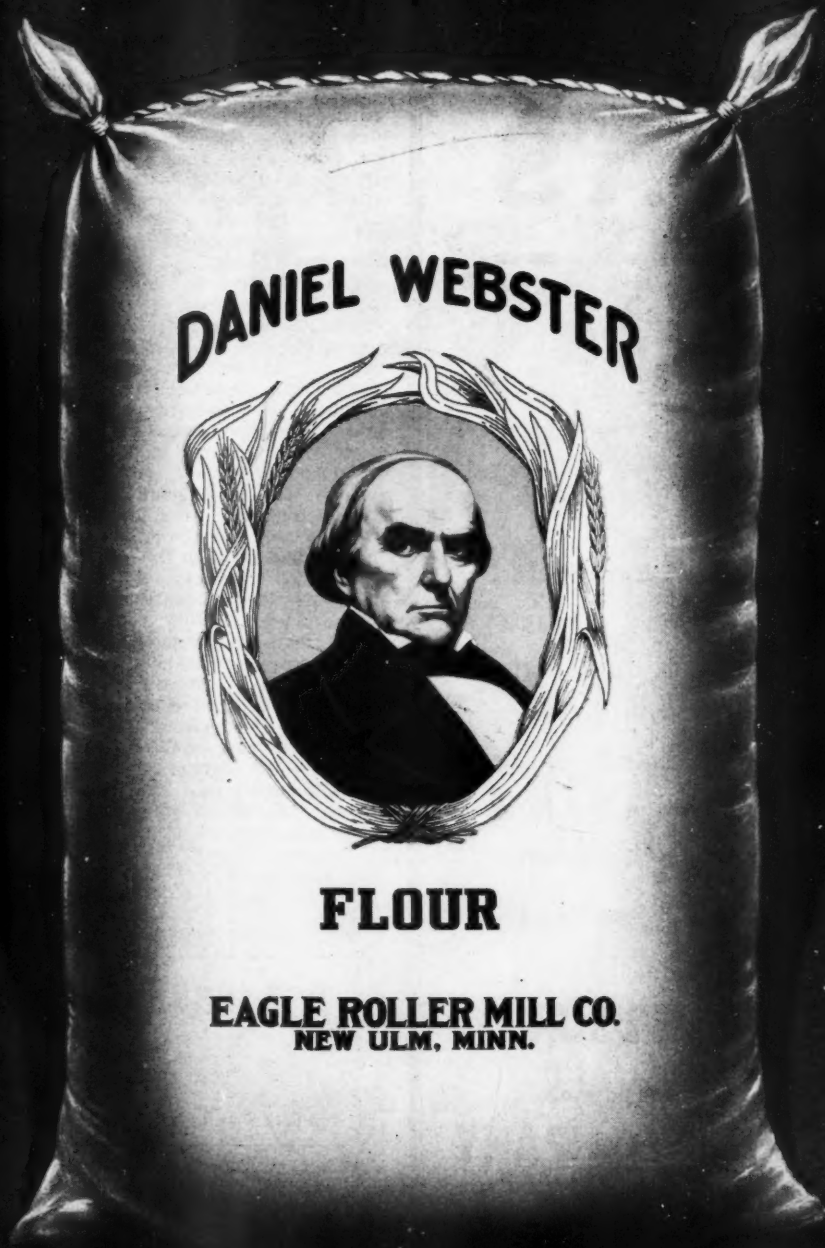
ANOTHER GREAT FLOUR

ANY baker striving for a better loaf of bread will get powerful help from the superior quality of HUNTER FLOURS. For we have first choice of some of the finest wheats in the world at our "back door" as well as extensive storage facilities to buy and hold them efficiently for our customers.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY



*Milled with infinite care and skill
from premium wheat. Outstanding among
the country's finest flours.*



Eagle ROLLER MILL COMPANY

Since 1856

NEW ULM, MINNESOTA

SUNNY KANSAS



Sunny Kansas is completely co-ordinated to give smooth baking results. The co-ordination comes in the exact dovetailing of expert wheat selection, skillful milling and watchful laboratory control. The product of this co-ordination is the kind of flour that puts an end to production troubles in the bakery.

WICHITA FLOUR
MILLS
WICHITA, KANSAS
5,000 SACKS CAPACITY COMPANY

Cable Address, "Sentinel"



The
ROBINSON
MILLING COMPANY
SALINA, KANSAS

National Glaco Announces New Pan Treating Method

CHICAGO—A new method for preparing tinplate baking pans has been developed by National Glaco Chemical Corp., it has been announced by Benson Littman, president. National Glaco is a wholly owned subsidiary of Ekco Products Co.

The new method, known as "bake-prep conditioning," prepares the baking pans so that they are ready for immediate use when received by the baker, the company says. Before the advent of this new process bakers had to "burn-in" new tinplate pans for four to six hours to darken the pans and give them an oxide baking film before they could be put into service, Mr. Littman said.

"This new process, however, puts a deep olive drab color on pans at the factory and gives them a more uniform and heavier adhesive oxide baking film than did the old burning-in method," he said. It eliminates completely the necessity for burning-in, he added.

Mr. Littman also pointed out that the new process means a more rapid heat transfer from pan to loaf. He said that the crust color of the first loaf of bread baked in a "bake-prep" conditioned pan would be equal to, and in most instances better, than the crust color of a loaf baked in a normal pan which has been in the oven many times.

Another feature of "bake-prep," according to the National Glaco president, is that it aids in the applica-

tion of Glaco's new "Glazon" process. Glaco has four plants in operation at the present furnishing the Glazon process to commercial bakers. Glazon, a non-toxic plastic, provides for easy release of baked loaves and allows a baking pan to be used for multiple baking cycles, thus eliminating the daily necessity for greasing pans, it was claimed.

—BREAD IS THE STAFF OF LIFE—

SWEET GOODS PACKAGING

CHICAGO—One of the papers presented at the 25th annual meeting of the American Society of Bakery Engineers, held in Chicago a year ago, was a discussion of the packaging of sweet goods and soft rolls by Gordon Dilno, Sutherland Paper Co., Kalamazoo, Mich. The paper describes the characteristics of a package for this purpose and then goes on to explain the values of laminated packages for various types of baked products, such as described in the title. Such items as cost, functional advantage, competition, variety and sanitation are discussed in the paper. The paper has been distributed to the membership and a copy of the four-page bulletin is now available on request of the Secretary, Victor E. Marx, Room 1354 LaSalle Wacker Bldg., 121 W. Wacker Dr., Chicago 1, Ill., if a 3¢ stamped, addressed long envelope is enclosed.

—BREAD IS THE STAFF OF LIFE—

DON WEMPE APPOINTED TO REPRESENT LOCKWOOD

CINCINNATI—Don Wempe, Kansas City, Mo., has been appointed factory representative for the Lockwood Manufacturing Co., manufacturer of bakers supplies. He will cover Missouri, Kansas, Nebraska and neighboring states.

B. A. ECKHART MILLING CO. Chicago

MILLERS OF

WHEAT and RYE

FAMILY FLOUR

BAKERY FLOUR

CRACKER FLOUR

All Grades

RYE FLOUR

1000 cwt. Flour—250 cwt. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

SPRING WHEAT FLOURS

**RED WING SPECIAL
BIXOTA**

CREAM of WEST

PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.
RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.

STAR SALESMEN



**FULTON'S FAMOUS
MULTIWALLS** to your
own specifications, all
types — sewn open mouth,
sewn valve, sewn valve
with l.c. sleeve, sewn valve
with tuck-in sleeve...
*Fulton makes your
style multiwall.*

Your selling job is half finished when your product reaches the dealer's store. It must move on to the consumer to complete the sale. That's where your bag container puts in its best sales licks for you.

Sturdy construction that protects the contents... attractive brand design that has eye-appeal and convincing sales punch make your package a winner on the home-stretch to sales.

When your sales are lagging at the half-way mark... take a good look at your package. Is it doing all that it might be made to do in pushing the old sales curve up?

Fulton will be glad to help you in perfecting a bag that will carry its full share of your sales load... call us. There's a Fulton branch near you.

Fulton **BAG & COTTON MILLS**

● ATLANTA
● ST. LOUIS
● DALLAS
● KANSAS CITY, KANS.
● DENVER

● MINNEAPOLIS
● NEW ORLEANS
● LOS ANGELES
● NEW YORK,
434 BROADWAY

Successful Selling

(Continued from page 31)

every opportunity. It is a story of which the industry should be proud, and use accordingly.

Plan Ahead

While the fall and winter holidays undoubtedly seem to be far ahead of us now, the fact remains that time goes by faster than we think, and Thanksgiving, Christmas and the

various other special events which come with fall and winter will be upon us before we know it. All of these occasions have special interest for bakers, and provide an excellent opportunity for the sale of specialty products.

Plans for them, of course, must be made well in advance. As an example, the drive that is made for extra doughnut sales that is conducted every fall can be most profitable for individual bakers, providing they tie in their own merchandising activities with this program.

Special packages are available for each individual holiday. They must,

however, be ordered well in advance. Fruit cakes, for instance, put up in particular containers have developed a tremendous sales volume, which is available to all bakers, providing they take advantage of this opportunity. Bakers who do not use these special occasions for specific merchandising activities will miss a large volume of potential business.

Sanitation Is Necessary

Perhaps it is only natural for bakers who feel that they are doing all they can to keep their plants in a sanitary condition to resent charges

brought against them by officials of the Pure Food, Drug and Cosmetic Administration. In many cases this resentment may be justified, but the fact remains that if disagreements of this kind are fought out before the public the bakers will be the ones to suffer.

Naturally bakers should not accept any such unjustified charges without combatting them. The best way to do this, of course, is for every baker to see that his plant is kept so clean that there is no reason for charges to be brought against him.

Once a baker is certain that his plant is in this condition, his next step should be to invite as many consumer groups as he possibly can for an inspection trip through his bakery. Under those conditions the more consumers he can get into his plants the stronger his position will be. Invitations for inspection trips can be made through advertising, and also through personal contacts with various consumer groups. This is one of the best known means of creating better public relations.

Packages Sell Bakery Goods

Approximately 69% of all baked goods sold in super markets are bought on impulse by consumers after they have entered the markets, and packages are largely responsible for these sales. This conclusion is based upon a study of buying habits made by E. I. du Pont de Nemours & Co., which further indicates the importance of packages and displays in selling all types of food-stuffs.

According to this study, attractive packaging will draw trade from consumers who had no original idea of buying any baked goods, will attract business to a particular bakery from buyers who were going to buy some baked goods but did not know what ones, and may induce consumers to purchase baked goods rather than some other foods.

Bakers have known for years that proper packaging is a most important part of merchandising, but figures such as those uncovered in the study just mentioned prove beyond doubt the merchandising value of packaging. It is an inexpensive and at the same time valuable part of bakery merchandising.

Salesmen Have Opportunity

For many years it has been claimed that there was little opportunity for salesmen in the baking industry. It is true that during the war and the period immediately following little or no salesmanship was required to move bakery products. Prior to that time many salesmen thought that there were greater rewards in other industries. Speakers addressed bakers' conventions on the necessity of drawing more young men into the industry, and especially the merchandising phase of it.

Those conditions have entirely changed. Today there is a greater need for salesmen in commercial baking than ever before. Competition within the industry is especially keen, and even more severe is that from other food manufacturers. Bakers have recognized the importance of merchandise through backing the Bakers of America Program.

This combination of circumstances should afford young men a bright future in bakery merchandising. However, they can not be expected to find this out for themselves. Bak-

Beautiful WHITE BREAD

made with

Wytase
REG. U.S. PAT. OFF. DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

8,000,000 new families have been launched since the war. A growing market for quality bread—bread with the finer texture, whiter crumb color and better flavor which only Wytase gives to the dough.



J. R. SHORT MILLING COMPANY, 38th and South May Streets, Chicago 9, Illinois

ers must seek new, intelligent and aggressive employees, and sell the baking industry to them as one which holds a bright future. Baking needs salesmanship, and it offers an excellent opportunity to good salesmen. These two facts must be brought together in a sound merchandising program.

Use the Census

When the present census is completed by the Census Bureau, it will provide bakers, as well as all other business men, with a wealth of information which can be most valuable to them in the operation of their businesses. It will reveal shifts in population, changing buying power in various communities, and much other data that is closely associated with market research activities.

However, it will be up to the individual baker to use this information to his own advantage. Many of the larger operators have spent considerable money during recent years to obtain exactly this same type of information which will soon be available to all bakers at a very modest cost.

With increasing competition both within and without the baking industry, every possible means for aiding sales will be needed. Knowledge of markets is the very basis upon which sales activities must be planned and that is where the data from the forthcoming report of the Census Bureau can be most valuable. Again, however, it must be used intelligently to be of any value whatever.

Dorothy Glenn

(Continued from page 31)

maker will welcome such a suggestion. This is a "service" to the consumer, but a profitable service for you.

Deliveries Appreciated

Delivery service on special party goods is another service that some bakers utilize for greater volume. You may wish to charge a nominal delivery cost. You may wish to set a minimum order. However you wish to hurdle it, you will find Mrs. Hostess most appreciative.

Proper cutting directions for large party cakes are needed by nearly every hostess. Yet, this is information that is quite natural to the baker. Why not pass on these ideas that will be so welcome to Mrs. Homemaker. She will be able to serve your cake in better condition, which is good for your business. She will be more proud of her table service and everyone will get uniform pieces.

Small rolls are always popular party breads. Again this will probably be an item to be ordered in advance. Of course, it takes more time to make tiny cloverleaf, parkerhouse and other rolls. But, if your price is fair, Mr. Homemaker willingly pays a bit extra for special items. You may wish to go even further with special rolls by providing an assortment including cheese rolls, bacon rolls, tiny blueberry muffins, etc.

Building a Party Business

You will be able to add to this list of special party goods and services. You may be doing a good party business that you want to expand. How do you encourage customers to buy your party goods?

A window display featuring a graduation party will spark the imagination of window shoppers. A display featuring a bridal party will stop all

passers by, if it is well done. Show customers and would-be customers just how clever you are. Don't wait for them to come in and ask you about such goods. One day you may feature a home style tray or roll basket of your tiny rolls. Another day you might feature a trayful of cream puff shells with a sign telling about all the wonderful ways they may be used.

You may find it advisable in some communities to watch graduation and bridal announcements and solicit party business. It can be well worth the effort for party goods can be profitable.

Newspaper and radio advertising are advisable wherever possible. A publicity program will be helpful. If you have a good story to tell, the woman's pages of your local newspaper is interested. Perhaps you can supply a cutting chart for large cakes. The woman's editor is interested. If you are making something unusual in party goods, again the paper is interested. Don't expect the paper to run your story and give you full credit in print. After all, they want editorial material for these columns. Nearly every paper will gladly tell readers who call or write in, where items may be purchased.

You will be surprised at just how much you can get. Give the woman's editor the story of your exclusive features and she will tell you honestly if it is news in which her readers are interested.

Party goods are profitable. Shoppers want good party foods. Now is the season to increase volume. Word of mouth advertising is probably your most valuable sales tool. That means there must be no stinting of quality in appearance, flavor or texture. Rather, charge a bit more and assure Mrs. Hostess of the success of her party.

"Good Package Design and Protection are Partners in Sales"

Says

WALTER LANDOR

Leading West Coast Industrial Designer

Good package design involves the materials that go into a package, as well as outer appearance. Eye appeal can stimulate the first sale, but if the product has not been properly protected on its way to the consumer, repeat sales may be lost.

Check the sales leaders in field after field and you will find well-protected packages . . . and over and over again, you will find a Riegel paper inside. Many other Riegel papers are designed for flexible packages, for laminates, for outer wraps and for almost every requirement in protective packaging . . . papers that can be relied on for smooth performance on modern high-speed machines.

Tell us your needs, and we believe we can offer you a paper that will do your job . . . efficiently and economically.

RIEDEL PAPER CORPORATION
342 Madison Avenue, New York 17, N.Y.



Riegel Tailor-made Papers for Protective Packaging

Housewife Wins \$10,000 Prize in Raisin Contest

FRESNO, CAL. — A 30-year-old housewife from Boyne City, Mich., has been awarded first prize of \$10,000 cash in the California Raisin Advisory Board's recently concluded \$21,825 "Raisin Reason" contest.

Mrs. Fred Palliaer, wife of a brick mason and mother of two children, won first prize in competition with contestants from throughout the U.S., Canada, Alaska and Hawaii. Over 130,000 entries were submitted. Con-

testants were invited to write in 25 words or less why they liked raisin bread.

Mrs. Palliaer has been wanting a new pop-up toaster, and noticed that 250 such toasters were being offered as prizes in the "Raisin Reason" contest so she decided to enter. "The kids liked raisin bread so well," Mrs. Palliaer said, "that I had to buy it, and just naturally entered the contest. I sure wanted a new toaster, but I guess I can buy one now."

Arnold Mathews, manager of the Boyne City A & P Store, won \$100 because it was at his store that Mrs. Palliaer purchased her raisin bread

and obtained her contest entry blanks.

William E. Doty, bakery service manager for the Raisin Advisory Board, presented both Mrs. Palliaer and Mr. Mathews with their checks.

—BREAD IS THE STAFF OF LIFE—

CONNECTICUT SCHOOL SETS UP NEW BAKING COURSE

BRIDGEPORT, CONN.—A course in commercial bakery training will be established in new building of the Bullard-Havens Technical School of this city, to be erected this year. This is the result of the efforts of the

Connecticut Bakers Assn., Inc., which three years ago was instrumental in having a similar course established in the E. C. Goodwin Technical School in New Britain. This school graduates its first three-year students in June and is now filled to capacity with a waiting list for the course.

With two vocational high schools, strategically situated, offering these facilities and the Restaurant Institute of Connecticut at New Haven, offering advanced commercial baking instruction, the state has adequate educational sources to assure replacement of handcraft bakers who reach the retirement age, it is pointed out.

—BREAD IS THE STAFF OF LIFE—

DAIRY GROUP TO MEET

CHICAGO—Keyed to expanding membership in the western states, the summer session of the American Dairy Assn. executive committee will be held July 24-25 at the Baxter Hotel in Bozeman, Mont., C. R. Schooby, ADA president, has announced.

—BREAD IS THE STAFF OF LIFE—

25 END BAKING COURSE AT RESTAURANT INSTITUTE

NEW HAVEN, CONN.—Of the 70 students of the Restaurant Institute here who received their diplomas in May, 1950, 25 completed the commercial baking course.

According to Mrs. Frances L. Roth, executive director of the Restaurant Institute, offerings of jobs by the trade exceeded by far the number of graduates. A new course in commercial baking, which includes practical training in the preparation of bread, cakes and pies, as well as sanitation, cost control, use of equipment, store management, etc., started at the Restaurant Institute May 15.

Principal speakers at the Restaurant Institute's commencement exercises were Andrew J. Crotty, Jr., president of the National Restaurant Assn., and Russell Duvernoy, past president of the Bakers Club of New York.



"SUNSHINE CAKE" — Bing Crosby attempts to make a sunshine cake according to a formula in the Fleischmann formula booklet, copies of which are available to the bakers through the Fleischmann division of Standard Brands, Inc. Bing's singing of the song "Sunshine Cake" is one of the hits of the Paramount picture "Riding High," which is now being shown in leading theaters throughout the country.

There's
Magic in

6%

* Nonfat Dry Milk Solids

Results prove the outstanding success of breads containing a minimum of 6% nonfat dry milk solids. They taste better—they're more nutritious. A recent study showed that when given a choice, 50% more people chose labeled bread containing nonfat dry milk solids.

Capitalize on this magic acceptance nonfat milk solids enjoys with your customers. Use 6% nonfat dry milk solids and label your bread to indicate this nutritious and flavor-producing added value.

MILK SOLIDS
MAKES THE DIFFERENCE!

AMERICAN DRY MILK INSTITUTE, Inc., 221 N. La Salle St., Chicago

A Mark of Merit



SHELLABARGER QUALITY PROTECTION

Seal of Quality

The Shellabarger Seal is one of the nation's best-known marks of flour quality . . . a trade insignia that stands for a complete, a scientific, a modern flour service.

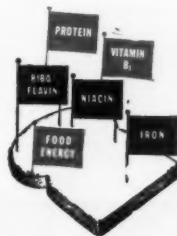
The kind of protection that the Shellabarger Crest offers is doubly valuable to a baker today. It is his guarantee of steady, dependable flour quality day by day through these times of unsettled markets, government edicts and the uncertainties of Mother Nature.

You can rely on this Shellabarger Protection.

SHELLABARGERS, INC.
SALINA, KANSAS

SOUTHERN SALES OFFICE
206 Broadway National Bank Bldg.
Nashville 3, Tenn.

NO flour will have a better quality than the purpose of the miller who makes it. That is something for the baker to remember in these days of fiercely competitive pricing of flour. The Shellabarger Crest has always represented the ideal of top quality in flour . . . and it continues to be the mark of excellence today. And remember too that even the good flours that bear the Shellabarger Crest are comparatively inexpensive now.



"Frost 'n Serve"

(Continued from page 31)

One significant feature of the radio and newspaper advertising that will not be lost on the baker is that American Lady Bakeries characterized this "Frost 'n Serve" program as the "successor" to the packaged cake mixes that are flooding the grocery markets.

In order to assure fresh cakes, which Mr. Carpenter insists is the essence of good cake merchandising,

only one variety is delivered each day, which accounts for a diminishing stock of the previous day's variety and a scarcity of the third variety. No cake may be left on the market past the third day, although this all-butter variety stays edible-fresh for a week or more under ordinary weather conditions, it is stated.

So far the new "Frost 'n Serve" program has not affected the market demand for regular varieties of American Lady cakes, but more and more women are trying the new idea of serving their families delicious home frosted cakes.

This "Frost 'n Serve" program

seems to be a fortuitous combination of good sales points that promise a partial answer to at least some of the cake bakers' most serious problems, promoters of the idea say:

1. A new consumer interest in cake and appreciation of quality through participation in its serving.
2. It facilitates the woman's natural desire to apply her own artistry and enhance the appeal of a high quality cake service in her family.
3. An entire absence of the old complaint of bakeshop flavor, since the all-butter cake contains no other flavoring of any kind.
4. There is a distinct economic ad-

vantage in pricing the cakes uniced, even though every item of high quality ingredients and packaging expense is included.

5. An all-butter cake, with its natural, delicate flavor unspoiled by strong artificial flavors, blends with the homemade icings and appeals to the family's taste preference.

6. The tender freshness of the new cake facilitates good store merchandising by retaining its full flavor and moisture freshness until it's all eaten.

7. It returns baker's cake to favor especially in spring and summer months when indoor cooking is at a minimum and fresh fruit desserts are most desirable.

8. The housewife learns that she cannot afford to compete with the baker of these fine cakes, even though she prefers to frost them according to her own preference at home.

9. The economy and family satisfaction with the "Frost 'n Serve" cakes is a definite answer to the challenge of the commercial packaged cake mixes, it is claimed.

—BREAD IS THE STAFF OF LIFE—

New Cake Mixing Method Developed by AIB Instructor

CHICAGO—The development of a simplified method of cake mixing has been announced by the American Institute of Baking. The method was developed by George S. Carrie, instructor in cakes and sweet goods in the AIB school of baking.

"In attempting to produce in cake mixes those desirable characteristics which result when liquid sucrose sugar is used, Mr. Carrie developed a new process," the AIB announcement said. "It is believed to be not only new but also superior to the present generally accepted methods."

In the school bakeshop, Mr. Carrie has applied the method successfully in the production of layer cake, pound cake and sponge cake mixes. He will give instruction in the new procedure to students of the present class as well as to those of future classes.

"The new procedure gives cake a maximum volume, better emulsion, and a higher degree of aeration by changing the method of introducing sugar into the mixes," the announcement said. "There is no deviation in established ingredient formula, except to decrease the amount of leavening agent. This stepped-up process is practicable in that it requires no additional equipment nor adjustment of machinery. The fact that it is applicable to all batter and sponge cake mixes makes it a valuable contribution to the baking industry."

A bulletin covering the procedures has been prepared by Mr. Carrie, and issued by the institute as Bulletin No. 62.

Mr. Carrie is one of the AIB school's graduates, having been graduated with the December, 1947, class. Previously he had been associated with his father in the Carrie Bakery, Detroit.

—BREAD IS THE STAFF OF LIFE—

DONALD P. SMITH NAMED BY ALVEY-FERGUSON CO.

CINCINNATI—Donald P. Smith, sales manager of the bakery and commercial kitchen divisions of the Alvey-Ferguson Co., Cincinnati, will now direct the company's sales of not only pan and rack washing machines but also conveying equipment engineered especially for bakeries, according to

One of a Series Dedicated to the Nutritional Advances of the Food Industry

KEEPING FAITH WITH NATURE

ANOTHER STRIKING EXAMPLE OF
ROCHE LEADERSHIP
IN THE VITAMIN RESTORATION
AND FORTIFICATION OF FOODS

NOW...MILLED WHITE RICE CAN MEET MODERN NUTRITIONAL DEMANDS

Nutritionists, Government authorities and cereal processors the world over will, we believe, welcome this Hoffmann-La Roche news. For until peoples of the great rice-eating nations can enjoy a state of health free from beriberi and other effects of malnutrition, world trade and international security will be deprived of a most essential guarantee. A nation cannot be BOTH productive and happy without good health. Now it can be both even if its people's principal staple food is milled white rice.

Enrichment of wheat flour, macaroni products and corn meals was a relatively simple problem which Roche chemists and technical experts helped to solve. However, the popular practice of washing or rinsing rice before cooking renders the usual type of enriching premix useless since the vitamin content dissolves in the water and is lost. As a leader in world production of vitamins, Hoffmann-

La Roche looked for a means of hurdling this difficulty, found it, and its patented processes have been made available to the rice milling industry.

Going further, and to demonstrate conclusively that addition of lacking vitamins and minerals to a staple food cereal was a practicable and easy means of correcting dietary deficiencies, Hoffmann-La Roche joined with four other participants in making possible the greatest nutritional experiment* of all time. Involving 100,000 Philippine people, this experiment has furnished proof with which flour millers, bakers and other cereal processors can overcome the "doubting Thomases" of "enrichment."

Ask to see, and if you eat rice insist upon being served, the new "nutritionally improved" milled white rice carrying thiamine, niacin and iron at the same minimum per pound levels as enriched white wheat flour and corn products.

*The experiment is under the joint auspices of the Williams-Waterman Fund, Republic of the Philippines Department of Health, United States Public Health Service Rehabilitation Program, National Rice and Corn Corporation of the Philippines and Hoffmann-La Roche Inc. Preliminary reports published thus far have appeared in the Journal of Nutrition of August 1949, Journal of the Philippine Medical Association, November 1949, and the Rice Journal of April, 1950.

ENRICHMENT **'ROCHE'** VITAMINS
VITAMIN DIVISION • HOFFMANN-LA ROCHE INC. • NUTLEY 10, NEW JERSEY

an announcement by John C. Walter, president.

Mr. Smith, who joined the company in 1931, has had many years of practical experience with bakery operations and has specialized in the problems of cleaning pans and other baking utensils and in coordinating the handling of materials and products throughout the bakery.

—BREAD IS THE STAFF OF LIFE—

Quartermaster Students Visit National Biscuit Co.

NEW YORK—A group of 10 U.S. Army officer students of the Quartermaster School, Camp Lee, Va., recently spent two days visiting and studying operations at the general offices and New York bakeries of National Biscuit Co.

The program, part of an effort to weld the Army and industry into a close-knit team for national defense, was an outgrowth of the Army's policy of teaching its officers the latest principles of modern management to insure that the defense of this country is planned and conducted along the most efficient lines possible.

While visiting National Biscuit the student officer group heard talks by the following Nabisco men: George H. Coppers, president; Edward S. Moore, Jr., executive vice president; Harry T. Eggert, vice president, personnel relations; Harry B. Gorsuch, manager, institutional sales, who was responsible for setting up the two-day schedule; John F. Nelles, training supervisor; Charles H. Galyon, assistant to the New York bakeries general manager; Frank Morehouse, head of package research division, and Philip L. Warren, manager, new varieties division.

Subjects covered during the visit included principles of good management, company organization, work simplification, personnel management, job evaluation, public relations, and techniques and methods of efficient business administration. During extensive plant tours, the student officers saw at first hand all the steps required to bake many of Nabisco's products.

Kay Williams

(Continued from page 27)

is obvious. Mothers do not buy cakes for themselves on Mother's Day. Probably the percentage of fathers who buy Mother's Day cakes is not very large either. And so, we must assume that most of the tremendous number of cakes that are sold for this occasion are bought by sons and daughters. Since these same sons and daughters can be persuaded to buy Father's Day cakes, and since mother herself will be back in the market, the idea of reaching or even topping Mother's Day sales is based on solid probability and precedent.

ARBA's Reasoning

The new ARBA Father's Day Prospectus sums up this thought as follows:

"Mother's Day cakes are already accepted as a vital part of the holiday family party, and Mother's Day sales have increased accordingly. Just think how much greater the possibilities can be for Father's Day—when Mother herself, your No. 1 Customer, is doing the buying."

The baker's current Mother's Day promotion can serve as a guide as well

as a goal since it is basically the same in its appeal to the family. And when these Mother's Day ideas are adapted and combined with the specific suggestions to be found in the ARBA's Father's Day Prospectus the baker will be well supplied with the promotional wherewithal needed to achieve his sales objective.

The retail bakery window, particularly in 1950, when the official Father's Day poster features a cake, should be a feature attraction, and of course, the Father's Day cakes displayed in those windows should be worthy of the occasion. If we assume that a large majority of the

country's 20,000 retail bakeries follow this good advice we can imagine the mass impact this will have on the buying public—particularly with all other types of retail stores that will be displaying the official Father's Day poster which features cake.

Promoting Father's Day Itself

As already shown, public participation in Father's Day has increased tremendously in recent years, but in many communities, due to lack of initiative on the part of both public officials and the businessmen concerned, it is far from being the red-

letter day it should be. It is suggested, therefore, that in such communities the retail baker has every right and reason to take the lead in winning recognition for a celebration that so richly deserves it.

Taking first things first, it is the baker's own promotion efforts that will be most effective—for his bakery and for the community as a whole as Father's Day wins rightful recognition as a "red-letter" day in our national calendar, and as the retail baker assumes his rightful role as producer of the perfect symbol of the American family's holiday happiness.



As a matter of fact, the reuse value of the cotton bag is a very serious business, which has made it a most essential item in a multitude of homes—regardless of locality.

Since 1885, the year Percy Kent first manufactured high quality cotton bags, we have recognized the great merchandising potentialities in their reuse feature. We have pioneered the field of good bag design to create for our customers in Ken-Prints a wealth of sales-building ideas and consumer preference.

"Always Something New" with no letdown in quality has been the goal at Percy Kent through the years. And for tomorrow—we'll be ready with new design developments to meet changed demands for the old stand-bys, cotton and burlap bags.

The ultimate consumer isn't the only one who prefers the textile bag. Milling production experts know that because it is easier and faster to stack, load and unload, the textile bag contributes to increased mill efficiency.



Specialists in COTTON Bags Since 1885

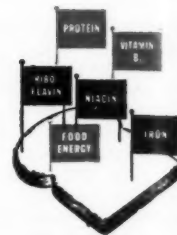
PERCY KENT BAG COMPANY, INC.

KANSAS CITY

BUFFALO

NEW YORK

Peak of Perfection



Santa Fe Trail

*Finest Bakery
Short Patent*

SILK FLOSS

*High Quality
Bakery Patent*

**Silk Floss
Cake Flour**

*For richer, finer-textured cakes . . .
milled from selected soft wheats.*

WHEN fermentation reaches its proper peak, you want your doughs perfectly developed as they go to the divider. Doughs that develop properly, handle well in the shop and bake perfectly—those are the results you get from SILK FLOSS and SANTA FE TRAIL flours. The extra quality you get in these superior flours comes from a scientific control of the milling process all the way from wheat selection to final baking test. You can easily see the results of this quality program in the smooth-textured, mellow and tasty loaf you get with these superb flours. A trial will convince you.

MILL CAPACITY — 10,000 CWTs.

GRAIN STORAGE — 4,500,000 BU.

KANSAS MILLING CO.

WICHITA, KANSAS

SUPPLEMENTARY PLANTS

MARION, OHIO

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CHERRYVALE, KANSAS

Millers National Federation Reduces Promotional Program

CHICAGO—The milling industry tightened its belt and took a look at its selling performance during the mid-century convention of the Millers National Federation, May 15-17.

Howard W. Files, vice president of Pillsbury Mills, Inc., Minneapolis, and new president of the federation, said in his inaugural address that the period of unsound economics in the milling industry must be terminated by the individual responsibility of top mill management.

J. C. Beaven, president of the Standard Milling Co., Chicago, and chairman of the Millers Long Range Program, declared that it is necessary to reduce the scope of the program because of the economic state of the industry. He said that it is not possible to get support for the plan on the present basis.

Educational Work Continues

The educational and promotional phases of the long range program, however, will be continued under the supervision of the Wheat Flour Institute.

Lloyd Ellingwood, director of the long range program, will supervise the expanded operations of the Wheat Flour Institute, under the jurisdiction of Herman Steen, vice president of the Millers National Federation, Chicago. Mrs. Clara G. Snyder will retain her position as director of the nutritional aspect of the institute's activities.

To meet the costs of the stepped-up activities of the Wheat Flour Institute, membership dues in the federation will be increased from the current rate of .0013¢ per sack of production to .00195¢. The change will become effective July 1, 1950.

In addition, a substantial amount of surplus funds will be used to cover the costs of the contemplated educational and promotional work. The assessment for the long range program will be dropped.

In his address as retiring president of the Millers National Federation, John L. Locke, Fisher Flouring Mills Co., Seattle, paid tribute to the stamina of the milling industry in meeting its postwar problems. He paid special attention to difficulties encountered in holding flour export markets.

Herman Fakler, vice president of the federation, Washington, deplored the increasing participation of government in business in his address on the trend in relationship between business and government.

Saying that he did not wish to place the entire blame for the increase in government on government itself, Mr. Fakler said it is important to a large segment of the popula-

tion of the U.S. to have a prosperous agriculture, job and social security, and other benefits.

The federation decided to defer all action concerning its petition for amending flour standards until after the bread standards have been announced. The federation had requested a public hearing on three proposals to amend definitions and standards. These would permit the use of ammonium persulfate as an optional ingredient in flour, eliminate the limitation on the quantity of malted barley flour and malted wheat flour which may be added to flours, and would make optional cer-

tain non-toxic ingredients of microbiological origin prepared from non-pathogenic organisms.

The federation recommended that millers doing business with bakeries be given the opportunity to finance a students laboratory in the new building of the American Institute of Baking, Chicago. Millers will contribute \$12,000 on a pro-rata basis.

—BREAD IS THE STAFF OF LIFE—

FOOD CONSUMPTION

Food consumption in 1949 was 11% above the 1935-39 average and is expected to equal or surpass that this year.

Laminated Packages Protect Against Off Odors and Flavors

TASTE TESTS ON BUNS BY PANEL OF EXPERTS AT LEADING BAKERY RESEARCH ORGANIZATION SHOW THAT LAMINATED PACKAGES PROVIDE EXCELLENT PROTECTION AGAINST OFF ODORS AND FLAVORS.

An average commercial type of bun was manufactured and packaged in samples of laminated bun trays supplied by five different manufacturers. A standardized panel, consisting of six staff members of the bakery research organization, was used for the taste testing. The samples were tested after being stored for 24 and 48 hours.

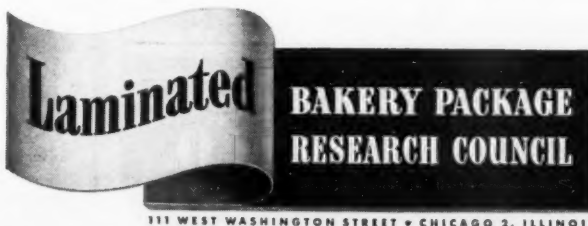
Manufacturers Supplying Laminated Package Samples		24 Hour Off Odor & Flavor	48 Hour Off Odor & Flavor
Manufacturer No. 1	No	No	No
Manufacturer No. 2	No	No	No
Manufacturer No. 3	No	No	No
Manufacturer No. 4	No	No	No
Manufacturer No. 5	No	No	Slight
Control Sample No. 6	No	No	No

The Scientific Director of the laboratory that made these tests stated: "Buns were used for the test because they are bland in flavor, rather high in fat, and therefore absorb off flavors readily. These off flavors are easily detected, because there is no natural strong flavor in the bun to cover them up."



Howard W. Files

... new federation leader ...



111 WEST WASHINGTON STREET • CHICAGO 2, ILLINOIS

LA GRANGE FLOURS . . .

whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

★
**You can depend on
LA GRANGE FLOURS**

★
**LA GRANGE
MILLS** RED WING
MINNESOTA

After all!
**"THERE IS NO
SUBSTITUTE
FOR QUALITY"**



BECAUSE:

**We have been millers of
BAKERY FLOURS
for more than 50 years**

BAY STATE MILLING CO.
WINONA, MINNESOTA
Millers of - HARD SPRING WHEAT and RYE FLOURS

New York Convention

(Continued from page 19)

er as "an individual craftsman who must remain such."

Although not touching directly on the position of the retail baker in the modern merchandising trend, Miss Kay Williams, Standard Brands, Inc., New York, noted that the shopper selects the retail bake shop for her purchases because she associates quality with the retail bakers' products created through his individual craftsmanship. She noted further that this shopper is looking for quality and not merely price.

Miss Williams stated that the fundamentals of retail selling remain unchanged and the shopper is basically interested in quality as well as price. Whether the customer is price or value conscious is a psychological factor as there is no change in the basic buying habits, she added. In this connection she stressed the need of educating sales girls in the value of promoting quality as against price. "A good dose of knowledge and common sense is a good cure for 'bar-gainitis,'" she added.

Percy M. Stelle, in his annual report as secretary of the association, referred to the reported trend in retail food merchandising and stated that he had heard the same reports at the first convention of the group which he attended 21 years ago. He stated that the retail baker is "in a class by himself as a skilled craftsman, manufacturer and retailer," and if he sticks to quality production, instead of "passing out of the picture," he will grow and prosper.

The need to continue quality production to combat the "package trade" today was also cited by Henry Eckert, National Yeast Corp., in an address on "Sugar in the Modern Bakery."

Counsel on labor problems was offered by Samuel Miller, counselor for the New York State Association of Manufacturing Retail Bakers, who urged strong association and organization work among employer groups to counterbalance the drive of organized labor. The New York State Department of Labor was represented on the program by Arthur Gagnon, associate counsel, state labor department, who explained wage-hour and minimum wage regulations to the bakers.

Raymond Bleier, White Star Baking Co., Rochester, was reelected president of the association at the annual business meeting held May 16. Other officers reelected were: Henry Hoer, Hoer's Bakery, Bronx, first vice president; Charles Vogel, Vogel's Bakery, Utica, second vice president; Rudolph Marx, Marx Bakeshop, Baldwin, third vice president, and Walter G. Bauer, Bauer's Famous Bakery, Brooklyn, treasurer. Percy M. Stelle, editor, American Independent Baker, New York, is acting secretary of the group.

*The Standard Others
Strive to Reach*

**WHITE SWAN
FLOUR**

SPRINGFIELD MILLING
CORPORATION
MINNEAPOLIS • MINNESOTA



Milled for those who want only the finest baking qualities . . . from the choice of the nation's wheats.

An Independent Mill

WOLF MILLING CO.
ELLINWOOD, KANSAS

**FOR EFFICIENT
BAKERY FUMIGATION...
USE**

PESTMASTER
*Methyl
Bromide*

FOR COMPLETE DETAILS WRITE

MICHIGAN CHEMICAL CORPORATION
SAINT LOUIS, MICHIGAN

Soft Winter Wheat Flours

**Family - Commercial
Export**

**Long Distance Telephone 32
Cable address - "Jasco"**

J. Allen Smith & Co., Inc.
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New Mill Completed 1936

"SLOGAN"

A Modernized Flour for the Baker
CANADIAN MILL & ELEVATOR CO.
El Reno, Okla.

Chickasha Milling Co.

Capacity 800 bbls. CHICKASHA, OKLA. Cable Address "Washita"
Manufacturers of High-Grade Hard Wheat Flour
Foreign and Domestic Trade Solicited
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The Williams Bros. Co.

Merchant Millers KENT, OHIO, U.S.A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

What *Enrichment* means *to the U.S.A.*

Enriched Bread Means Enriched Living

For the **BAKER** and for the **FAMILIES**
who are his **CUSTOMERS**

"**M**ORE buoyant health, decreased illness, increased mental and physical vigor, is the contribution of the enrichment program to the American people."*

This was conclusively demonstrated by the authoritative New York State Nutrition Survey of 1947. In New York, the prevalence of deficiencies of thiamine, riboflavin, and niacin was only a fraction of that found in Newfoundland by the famed Newfoundland Nutrition Survey of 1944, *before* enrichment was put into effect in that country.

Here is clear-cut reaffirmation of the far-reaching value of enrichment to the national health. Here also is a challenge to every baker. The bakers of America have the enviable opportunity and great responsibility of bringing more buoyant health and increased physical and mental vigor to the American people—through Enrichment.

*Norman Jolliffe, M.D., Director, Bureau of Nutrition, Department of Health, City of New York: In an address before the American Bakers Association, Atlantic City, October 17, 1949.



Merck Enrichment Wafers



Member

WITH Merck Enrichment Wafers you can depend on **STABILITY** (no crumbling or dusting)—**SPEEDY DISINTEGRATION** (to fit your production schedule)—and **UNIFORM ENRICHMENT** (fine-particle ingredients disperse uniformly throughout the batch).

In small or large quantities, you can get them quickly at any time from your yeast distributor. Stocks also are carried at Rahway, N. J.; Dallas; Chicago; Seattle; San Francisco, and Philadelphia.

**MERCK & CO., INC., Manufacturing Chemists
RAHWAY, N. J.**

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo.
Elkton, Va. • Chicago, Ill. • Los Angeles, Calif.

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Merck Enrichment Wafers

BISCUIT, CRACKER DELEGATES DISCUSS BUSINESS PROBLEMS

R. E. Watson, Federal Sweets, Inc., and W. T. Scott,
Maryland Biscuit Co., Named to Head
Industry Groups

By DON E. ROGERS

Editorial Staff of
The American Baker

CHICAGO — Over 225 representatives of the biscuit and cracker manufacturing industry gathered at the Drake Hotel May 22-25 to discuss business problems and hear a number of sales and research experts describe the current trends in merchandising methods, consumer buying habits, impulse buying and packaging developments. The occasion was the 47th annual joint meeting of the Biscuit & Cracker Manufacturers Association of America and the Independent Biscuit Manufacturers Co., Inc.

The first day of the meeting was devoted to sessions of the technical committee of the independent group. May 23 was given over to Ginger Snap Day, the annual field day at Olympia Fields Country Club, with about 200 of the manufacturers enjoying golf, luncheon, dinner and entertainment sponsored by the allied trades group. Business sessions and executive meetings occupied the last two days of the meeting, which closed with a cocktail party in the French Room and a banquet in the Grand Ball Room.

R. E. Watson, Federal Sweets, Inc., Passaic, N.J., president of both groups the past year, presided over all business sessions. Mr. Watson was reelected president of the Biscuit & Cracker Manufacturers Association of America, as were other officers of that group. They are: A. P. Strietmann, Strietmann Biscuit Division, United Biscuit Co., Cincinnati, vice president; Hanford Main, Sunshine Biscuit Co., Inc., Long Island City, N.Y., vice president; G. H. Coppers, National Biscuit Co., New York, vice president; R. T. Stokes, New York, secretary-treasurer.

Two new directors were elected to the board of the association. They are Carl Wortz, Wortz Biscuit Co., Fort Smith, Ark., and David A. Parks, Chattanooga (Tenn.) Bakery. All other directors were reelected, as follows: Mr. Strietmann; Mr. Main; Mr. Coppers; Mr. Watson; John Hekman, Hekman biscuit division, United Biscuit Co., Grand Rapids, Mich.; H. A. Clemmer, Sunshine Biscuit Co., Inc., Long Island City, N.Y.; C. R. McKenna, Sioux City, Iowa; J. B. Carr, Carr-Consolidated Biscuit Co., Wilkes-Barre, Pa.; E. S. Moore, Jr., National Biscuit Co., New York; W. T. Scott, Maryland Biscuit Co., Baltimore; G. C. Leech, Zion (Ill.) Industries, and B. G. Griggs, Sanitary Biscuit Division, Griggs, Cooper & Co., St. Paul.

New officers of the Independent Biscuit Manufacturers Co., Inc., are: W. T. Scott, Maryland Biscuit Co., Baltimore, president; Stuart P. Kessler, Robert A. Johnson Co., Milwaukee, vice president; J. S. Vander Heide, Holland-American Wafer Co., Grand Rapids, Mich., treasurer. Harry D. Butler, New York, is secretary.

Frank J. Delaney, Jr., Midwest Biscuit Co., Burlington, Iowa, was elected to the board of directors of the independent group and all other directors were reelected as follows:

Mr. Scott; Mr. Kessler; Mr. Vander Heide; Mr. Wortz; Mr. Watson; Mr. Parks; Mr. McKenna; A. H. Vories, New Orleans; D. G. Bremner, Chicago; H. G. Schneider, Dayton, Ohio; W. P. Sharp, Joplin, Mo.; H. L. Popp, Fort Wayne, Ind.; C. J. Johnson, Davenport, Iowa, and H. D. Percy, Mobile, Ala. M. J. Hogan, Chicago, is manager of the western department of the company, and T. E. Hollingshead, Chicago, is director of the technical institute.

M. Lee Marshall, chairman of the board, Continental Baking Co., New

York, and chairman of the American Bakers Assn., addressed the biscuit and cracker men on the subject of "What's Indicated by Faltering Wheat Consumption?" He blamed the drop in wheat flour per capita consumption on the change in work requirements of the male population and the diet fads of the women folk.

"In 1910 there were 37,370,000 people working for a living and of that number 26,108,000 were really working—agriculture, forestry, mining, fishing and other such jobs that required physical effort," Mr. Marshall said. "That means that over two thirds of the people who were working, worked hard enough to build up a real appetite for baked goods, six days a week."

"In 1949, 40 years later, there were 60,078,000 people working. And do you know how many were in this heavy-duty classification in 1949? Only 2,663,000 more than in 1910. All the rest of today's tremendously increased working force, almost 32 mil-

lion others, were in lighter work—such as offices, domestic service, the professions or government service. The long and the short of those statistics is that the heavy-eating hard-labor force has remained almost static for 40 years, while the number of people doing lighter work has almost trebled. Is it any wonder per capita wheat consumption is down?"

"What are we going to do about it? One outstanding example of what we are accomplishing right now through cooperative efforts is the excellent Bakers of America Program. Planned, financed and managed through our national association, this promotional campaign has great promise for the entire industry. It's certainly one of the most important activities which the organized bakers are sponsoring today."

Following the address of welcome by R. E. Watson, president, the independent biscuit manufacturers' group was addressed by Hassil E. Schenck,

(Continued on page 69)

Baking Technologists Hold Session During Cereal Chemists' Convention

By PAUL L. DITTEMORE

Editorial Staff of
The American Baker

CHICAGO — A session on baking technology and a symposium on laboratory baking tests were the main features of interest to the baking industry during the recent convention of the American Association of Cereal Chemists. The 35th annual meeting of the group was held May 15-19 at the Hotel Sheraton here.

Paul P. Merritt, Red Star Yeast & Products Co., Milwaukee, served as chairman during the session on baking technology May 16. The report on the influence of sugar agents on baking quality was presented by Harold F. Barham, Jr., a graduate student at Kansas State College, Manhattan. The investigation dealt with a direct comparison of sucrose and dextrose for baking purposes. Mr. Barham, in summing up the results of the research, said that it was found that 4% of either sucrose or dextrose caused optimum specific volume, gas production and gas retention, rate of gas production and minimum crumb compressibility. It was also found that optimum grain and texture was observed from 6 to 8% of either sugar and that there were no important differences between sucrose and dextrose in regard to their effect on baking properties tested.

A method to measure the diffusion of carbon dioxide through dough membranes was described in a report prepared by I. Hlynka, H. P. Schreiber and J. A. Anderson, all of the grain research laboratory, Board of Grain Commissioners, Winnipeg. It was reported that the diffusion of carbon dioxide through a dough decreases with an increase in temperature and increases with an increase in the water content of the doughs.

AIB Staff Members Report

D. F. Meisner, American Institute of Baking, Chicago, presented a report on a study of the measurement of the changes of bread on staling. The report was prepared by Dr. W. B. Bradley, Mr. Meisner and C. B. Faulstich, all members of the AIB staff. In his presentation, Mr. Meisner explained that while there had been a considerable study on bread

staling, there had not yet been developed a technique for measuring objectively the amount of staling or consumer acceptance of bread. His report dealt with method of evaluating subjective data. The authors presented a statistical method for the evaluation of data accumulated from taste testing of bread of different ages so that the staling rate, as the consumer evaluates staling, could be determined. This method is being used in the AIB Laboratories to determine which of the physical or chemical methods for measuring staling most closely measures staling as it is now defined.

Supplementation of hard and soft wheat flours with malted wheat flour

or extracts of malted wheat flour resulted in improved biscuit characteristics, Homer R. Elling reported in a paper entitled, "The Influence of Wheat Variety, Malt and Shortening on the Characteristics of Acid-Phosphate Leavened Biscuits." Mr. Elling said that flours from hard wheat varieties normally considered good for bread production yield biscuits of good quality.

Two related reports dealing with a study of the proteolytic activity in flour doughs and suspensions were presented by Dr. B. D. Hites of the University of Nebraska.

The symposium on laboratory baking tests presented the morning of

(Continued on page 69)

Flour Distributors Stress Sanitation in Flour Handling

By WAYNE G. MARTIN, JR.

and GEORGE W. POTTS

Editorial Staff of
The American Baker

BOSTON — Julius A. Zimmerman, Cahokia Flour Co., St. Louis, was elected president of the National Association of Flour Distributors at the annual convention of the group in the Hotel Statler here recently.

Walter E. Sands, Sands, Taylor & Wood Co., Boston, was named first vice president and Victor Wintermantel, Pittsburgh, second vice president. Wayne G. Martin, Jr., The American Baker, New York, was reelected secretary-treasurer.

At a meeting of the board of directors concluding the convention, James R. Affleck was reelected chairman of that body. W. P. Tanner, Tanner-Evans-Siney Corp., New York, was reelected a director-at-large, and Harry W. Larsen was also named a director-at-large. E. P. Mitchell, E. P. Mitchell Co., Kansas City, was named director representing the individual members.

The convention opened with a cocktail party given by the host group the evening of May 7 and was followed by a meeting of the board

of directors of the national association and its individual committees.

A. Harris Kenyon, Food and Drug Administration, Boston, spoke on "The Flour Distributor and the Food, Drug and Cosmetic Act" at the luncheon session May 8.

He stressed the need of "good common sense in sanitation" and urged the flour distributors to examine all flour on receipt for infestation and contamination, rodent-proof and constantly check all storage areas, fumigate at successive periods and clean regularly.

Sanitation also was discussed by James R. Affleck, William Penn Flour Co., Philadelphia, in his annual report as chairman of the association board of directors.

Mr. Affleck also noted the loss of export flour business and the serious problem of inadequate domestic demand. He pointed to the loss of productive capacity in the past two years through closing of mills and indicated the need to analyze competitive conditions, do a good selling job and continue to conduct business on a sound basis.

The national association accepted the invitation of the Chicago Association of Flour Distributors to hold the 1951 convention in Chicago.

**Mr. Jess B. Smith, president of the
Kansas Wheat Improvement
Association, announces
that the**

**Yearly FIELD DAY MEET and
BARBEQUE will take place on
UHLMANN FARM, 103rd & Anti-
och Road, Overland Park, FRIDAY,
JUNE 16, at TWO O'CLOCK.**

Everyone interested is welcome.

**Mr. Lee Marshall, chairman of Board of the
Continental Baking Company, New York, will
deliver the principal address.**

New experiments to be shown are:

**A research project to increase the protein
content of wheat while growing, with a
nitrogen preparation developed by the
Dupont company.**

**Another research project will be a showing
of growing wheat, the seed of which was
treated before planting last fall with atomic
energy by an expert who was present at
Bikini.**

In the . . . Industry Spotlight . . . by Bill Lingren

Valuable Publicity for Bakers

More than 1,197,000 pieces of printed materials have been distributed by the American Institute of Baking in conjunction with the Bakers of America Program during the first five months of the year. We have commented on this activity of the bakers' program before in these columns, but it bears repeating again and again because bakers are apt to lose sight of the tremendous value of this publicity. Walter Hopkins, director of the program, recently estimated that by the end of 1950 the Bakers of America Program will be responsible for more than a million dollars worth of editorial support from magazines.



Bill Lingren

The 32-page sandwich manual that appeared in Good Housekeeping magazine recently, and which has been extensively covered in our news columns, is perhaps the most outstanding example of valuable public relations. But there are many others. Take a minute to get up to date on this phase of the program and think about how you as a baker can tie-in with the promotion in your own operations.

Of the 1,197,000 pieces of printed materials distributed by the AIB, 52% were used by schools, 23% by public health and extension workers and 7% by bakers. More than 3,000 requests were received for such materials.

Four special releases in addition were mailed to 11,000 persons, including 974 publications with a total circulation of 188,925,302.

Newspapers and magazines throughout the country have requested and used American Institute of Baking recipes and pictures. The John Frederick Co., publisher of calendars, has requested and chosen 20 AIB food pictures and recipes for use on 1951 calendars.

Many new and revised printed materials for the consumer service department have been readied for distribution in the near future. These include four lesson sheets for students, wall posters for class rooms, six booklets and six single-page releases.

Faltering Wheat Consumption

In a speech before the recent meeting of the Biscuit & Cracker Manufacturers Assn. in Chicago recently, M. Lee Marshall, Continental Baking

Co., New York, chairman of the American Bakers Assn., made some interesting observations on the faltering wheat consumption.

"Through our united efforts," he contended, "something can be done about the present trend in wheat consumption."

The following comments, taken from his address, are worth the thought of every executive in the baking industry:

"The capacity of the human stomach has not been increased, but the quantity and variety of other foods in the same price range has increased. So we are definitely in competition

with many other foods for our share of the limited—and decreasing—capacity of the human stomach.

"The question is, what competitive advantage do we have that could be exploited better than we have exploited it?"

"There is one thing certain: In the field of scientific nutrition, there are unlimited opportunities that might be developed in the future.

"Our most formidable enemy is the group of energy foods that are rising in popularity as wheat consumption drops off.

"But we have an important advantage over energy foods that ought to

I-W-I Convention Sidelights

(Continued from page 16)

mery" of which included strawberry chiffon pie, summer cookies, suntan cake, Virginia pastry, lemon cake, icebox cookies, pineapple lime cake and orange julep cake. The display was prepared by representatives of Procter & Gamble and Wesson Oil & Snowdrift Sales Co.

The Bakers of America Program was graphically displayed in a multiple panel presentation showing what is being done in advertising, field service, public relations and consumer education. Another multiple-panel display was that of the Millers National Federation, setting forth the enrichment program and the work that is being done toward nutritional education. The National Bakers Supply House Assn. used a lighted map of the U.S. to indicate its widespread services and membership. Other displays included those of the Associated Retail Bakers of America and the Allied Trades of the Baking Industry.

Over 1,600 pieces of bread and sweet goods, representing the products of 60 firms, attracted much interest in the Grey Room, just outside of the main meeting rooms. This exhibit was under the chairmanship of William Grewe, International Milling Co., with George Heninger, Standard Brands, Inc., as co-chairman.

A feature of the first day of the convention was a half-hour television program which gave publicity to the bakers convention over a Chicago television station. Appearing on the program were Thelma Dallas, secretary of the Illinois Bakers Assn.; Fred H. Laufenburg, secretary of the Wisconsin Bakers Assn., and Charles P. Ehlers, secretary of the Indiana Bakers Assn. Miss Dallas presented a decorated cake to Martin Kennelly, mayor of the city of Chicago. A feature of the program was a cake decorating demonstration by Norman

and McKinley Wilton, Wilton School of Cake Decorating, Chicago.

The luncheon held Monday, May 8, was arranged as a tribute to the co-operation of the allied trades organization. Arnold Boettcher, International Milling Co., Milwaukee, served as chairman of the allied committee for the convention.

The new president of the Illinois Bakers Assn. was introduced at the final luncheon meeting of the convention. He is Fred Stella, Stella Baking Co., Danville, Ill.

Contributions of the allied committee to the convention included the president's reception the evening of May 7 and entertainment at the dinner dance the evening of May 8.

"Pre-session huddles" on each of the two days of the convention were sponsored by the Associated Retail

be exploited far and wide: Wheat has food value, but energy foods usually haven't. Wheat builds bodies instead of burning them up.

"Obviously, folks can get quick energy from gin and corn squeezings and candy. But scientists say—and if there isn't a scientist handy, your common sense will tell you—that energy isn't health; that stimulating energy doesn't build health; that no man, woman or child can be healthy without proteins, minerals and vitamins in proper balance.

"That's where we come in. I have been told that forward-looking cracker bakers are seriously studying nutritional values of their products. Bakers have already taken one forward step with enrichment."

Kentucky Bakeries Listed

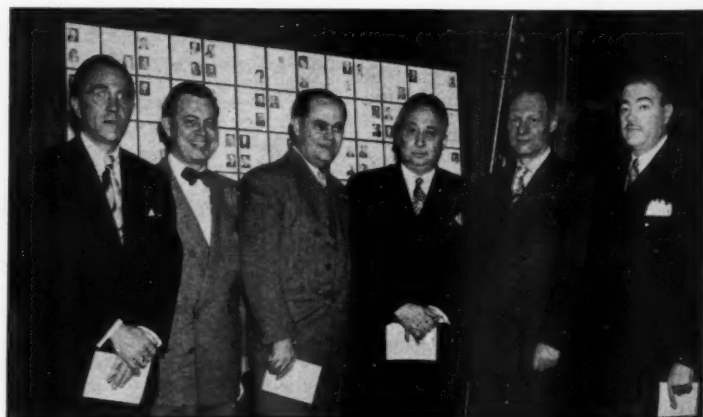
M. J. Fickenscher, secretary of the Kentucky Master Bakers Assn., Inc., Newport, Ky., recently sent an up-to-date list of all Kentucky bakeries to the allied members of the association. With the list went an appeal for aid in persuading the nonmember bakers in the state to join the association.

"In the future," he said, "small business will need strong organizations to keep its place in our economy."

Bakers of Greater Chicago, under the chairmanship of Otto Bergt, Metz Bakery, Chicago, president of the Chicago retailers' group. Cooperating in the presentation of baked products designed for summer sales were representatives of Procter & Gamble and the Wesson Oil & Snowdrift Sales Co.

General chairman of the convention was George Chussler, Bakers Weekly, Chicago. Serving as session chairman were Jack Payne, Hampton Bakery, Red Key, Ind., president of the Indiana association, and Louis Gartner, Gardner Baking Co., Madison, Wis.

Joseph Tombers, Purity Bakeries Corp., St. Paul, who was scheduled to deliver the keynote address of the convention at its opening session was unable to attend because of illness. Walter M. Jennings, executive secretary of the Associated Retail Bakers of America, Chicago, substituted for Mr. Tombers at the last minute and presented a fine address.



FOUNDERS LUNCHEON—A special luncheon in honor of "Founder Members" of the Bakers Club of Chicago was held May 1. Left to right in the photograph above, taken at the luncheon are: Francis Deppe, Deppe-Vienna Baking Co., Chicago; Howard D. Whitney, Rapinwax Paper Co., Chicago; T. A. Dillon, Ekco Products Co., Chicago; L. A. Williamson, Red Star Yeast & Products Co., Chicago; George Neuman, Neuman Pastry Shops, Chicago, president of the club, and Harold Bear, Bear-Stewart Co., Chicago.



"OVER THE HUMP"

REACH THE PEAK OF WHOLE-WHEAT BREAD SALES!

Don't rest until you're sure your "wheat" loaf has a Moist Crumb, Good Texture and Table-Freshness—so necessary for Appetite-Appeal in this variety. If your "wheat" loaf lacks Appetite-Appeal, sales are bound to lag.

For a Moist Crumb, Good Texture and Appetite-Appeal, ease the way with



Paniplus

THE PANIPLUS COMPANY
740 BOARD OF TRADE BLDG.
KANSAS CITY 6, MO.



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

Glossary of Federalese

By JERRY KLUTTZ in
The Washington Post

A Program—Any assignment that can't be completed by one phone call.
Channels—The trail left by an interoffice memo.

Status Quo—This mess we're in.

To Expedite—To confound confusion with commotion.

Liaison Officer—A person who talks well and listens better, but has no authority to make a definite statement.

To Activate—To make carbons and add names to the memorandum.

Under Consideration—Never heard of it.

Under Active Consideration—We are looking in the files for it.

Conference—A place where conversation is substituted for the dreariness of labor and the loneliness of thought.

Modification of Policy—A complete reversal which nobody admits.

To Spell Out—To break big hunks of gobbledygook down into little hunks of gobbledygook.

A Survey Is Being Made on This—We need more time to think of an answer.

Further Substantiating Data Necessary—We've lost your stuff. Send it again.

Confidential Memorandum—There wasn't time to mimeograph this.

See Me, or "Let's Discuss"—Come down to my office, I'm lonesome.

Referred for Appropriate Action—Maybe your office knows what to do with this.

FROM DOUGH TO BREAD

For those who couldn't solve this little puzzle and who have been fretting about it all month we supply the right words, all in the right place, as follows:

DOUGH

Rough—Uneven
Rouge—Type of cosmetic
Route—Path
Routs—Drives off
Bouts—Encounters
Boats—Means of conveyance on water

Brats—Annoying children
Brans—Byproducts of flour milling
Brand—A thing that should be advertised

Bland—Gentle
Blend—Mix
Bleed—Extort money
Breed—Propagate

BREAD

Thus it is seen that, as promised, changing each successive word by one letter will bring you from DOUGH to BREAD in 14 moves.

"GOOD BREAD" DEFINED — ALMOST—The other day there bounced up at us from a 50-year-old file of The Northwestern Miller the headline: "Perfect Bread—How to Make It." We almost bounced, too, for here we seemed to be uncovering an ancient secret, a secret not yet solved.

The article was written by Marion G. Holloway, "instructor in practical dietetics" at the University of Minnesota.

"Children taught in classes will make bread that is perfect in every particular," wrote Marion. "The inquiry naturally follows, What is perfect bread?" Ay, that was the question, and we panted through several thousand words in small type to get the answer.

Alas, we know no more than when

we began, for Marion was content, as so many bakers since then have been, with merely telling HOW to make perfect bread—she did not define it.

But let us take a look at bread as it was 50 years ago—or as a practical dietitian thought it was. We quote:

"Bread contains a large amount, both of proteids and carbohydrates. Its nitrogen is in the proportion of 1 to 21, so that the addition of some nitrogen in other forms of food is desirable. It is deficient in fats and

if the bran is removed, in mineral substances, too. The deficiency of fat is met by the almost universal use of butter in combination with it. . . .

"The greater part of the proteids of wheat are held in the central four fifths of the grain. They consist of vegetable albumen and other substances to which the general term gluten is given. Under this term are included gluten-casein, gliadin, gluten-fibrin and mucedin. . . .

"At the present time a demand is growing for whole wheat flours. This demand is based upon the popular belief in the higher nutritive and regulative qualities of these products, a belief of good foundation, but one which has been urged too strongly to the prejudice of the white flours. . . . As to the superior merit of whole wheat flour over patent flour, it is more a question as to the quality of the wheat from which each is made."

As for the "perfect loaf," Marion summed the whole thing up as a matter of method. "Bread-making," she said, "is very simple and it may become a pleasure to the maker, if the right methods are followed."

They lacked appetite appeal, however, because of the heavy coarse texture. There was no noticeable off-flavor in any of the cakes prepared from the whites of the five groups.

The study, although preliminary and not complete, indicates that it is possible to make good angel food cakes from summer eggs if they are properly taken care of with reference to time and temperature factors. It would appear that the best criterion as to whether or not egg whites will make a good angel food cake is to have an angel food actually baked under standard conditions.

Egg White Studies

(Continued from page 21)

and also negative in 0.1 gram of the whites gathered on the later dates.

Through the cooperation of Kathryn B. Niles, home economics director, Poultry and Egg National Board, the performance of the summer whites were checked in the preparation of angel food cakes under standard conditions. Samples of egg whites from the five groups were used and two cakes baked on different days from each sample of the egg whites. At the same time cakes were also made from "fresh" Grade A eggs purchased from a commercial dairy. The baking tests and observations were made Aug. 9 to Aug. 11, inclusive.

No difficulty was encountered in separating the yolks from the whites. It was observed, however, both in separating and when the weighed volume of egg white for each cake was poured from the measuring cup into the mixing bowl, that the eggs from groups 1, 2 and 3 appeared to have more thick white than those from groups 4 and 5. During and after whipping, the egg whites from groups 4 and 5 and the commercial eggs seemed watery and did not have the body that was observed in the eggs from groups 1, 2 and 3.

The cakes baked from the whites of eggs in groups 1, 2 and 3 in the opinion of the judges were very good and compared favorably to their standards of perfection in angel food cakes.

Volume Measurements of the Angel Food Cakes

Group	Series 1 Inches	Series 2 Inches
1	2 1/2	2 1/2
2	2 1/2	2 1/2
3	2 1/2	2 1/2
4	2 1/2 (Grade A)	2 1/2 (Grade B)
5	2 1/2	2-3/16
Commercial	2 1/2	Not recorded

The shrinkage of each of the baked cakes from the control through group 5 increased with length of time the eggs were held at the high temperature. The cake made from the commercial egg whites was comparable to the cake baked from the whites of sample 5.

The cakes baked from the whites of groups 1, 2 and 3 in both series had fine, light feathery textures. Whereas, those from the whites of samples 4, 5 and commercial eggs had heavier cell walls and were coarse grained. The cell structure of

the cake prepared from sample 5 was objectionably coarse and heavy. The cakes made from both sample 5 and commercial egg white showed considerable shrinkage after the cakes were baked; the shrinkage occurred down and away from the sides of the pans.

Photographs were taken of the five angel food cakes showing the texture, shrinkage and volume. All cakes were considered tender—those baked from groups 1, 2 and 3 being very tender. The cakes prepared from groups 4 and 5 were not quite as tender as those baked from the other groups but were not objectionably tough.



Cakes 1, 2, 3 prepared from summer egg whites of Groups 1, 2 and 3, respectively. Cakes 1, 4, 5 prepared from summer egg whites of Groups 1, 4 and 5, respectively. Note shrinkage down and away from the sides of the pans in cakes No. 4 and No. 5.

Biscuit and Cracker Meeting

(Continued from page 64)

president of the Indiana Farm Bureau, Inc., Indianapolis, who reassured the bakers that despite an indicated reduction of about 200 million bushels in the 1950 wheat crop as compared with recent years, there still would be plenty of wheat for all requirements.

"I have traveled over many countries of the world and have noticed that in most instances the worry is over insufficient food," Mr. Schenck said. "Thank God our worries in this country are over surpluses of food. They are important worries, but the problems can be solved with a little common sense judgment and teamwork."

Despite the hue and cry that food prices in America are high, Mr. Schenck pointed out that the price of food per man hour of labor in the U.S. is lower than all other countries of the world except one. Only Australia can boast of a lower food cost per man hour of labor, he said.

In summarizing the farm program, Mr. Schenck went on record as opposing the Brannan Farm Plan. He also said he was opposed to a system of price supports as being the backbone of the farm program. Price supports have a place in the farm economy, he said, but they are not the most important. Price supports alone "will not only bankrupt Uncle Sam," he continued, "but will regiment farmers by telling them what and how much of everything they can raise and market." These controls can easily spread into industry and distribution channels if allowed to do so, according to Mr. Schenck.

Describing the keys to successful selling in 1950, James R. Hawkinson, Northwestern University, Evanston, Ill., said that the old rules of "horse sense" in selling, packaging and distribution are no longer enough.

"The rapidly developing self-service store system is resulting in tremendous changes in packaging methods and point of sale positions," he said. "Consumers are better trained in their buying habits. Schools and colleges have taught potential home makers to be more discriminating in their purchases and with their higher incomes they are able to choose the items which appeal to their vision and appetites more than ever in the past."

Competition Keener

Mr. Hawkinson pointed out that competition within the biscuit and cracker industry and all other industries grows increasingly keen, not to speak of the competition for the consumers' dollars from other food industries.

To keep up with the many changing factors in industry these days, Mr. Hawkinson urged organized research programs as means of determining markets, consumer habits, competition and merchandising methods.

Impulse buying is a tremendous force in the current methods of consumer shopping, L. B. Steele, E. I. du Pont de Nemours & Co., Inc., said in describing what his company has learned about this type of buying. A survey revealed that in grocery stores, 24% of the buying is impulse buying, meaning that shoppers had not previously planned to buy certain items but purchased them upon impulse, he said. In department stores, 42% of the business is impulse buying and in variety stores it is 52%.

The latest super market survey revealed that 46% of the crackers sold are to impulse buyers and in biscuits (cookies, etc.) the impulse buying percentage is 67.5, Mr. Steele said.

A tribute to Eugene K. Quigg, a past president of both biscuit and cracker groups, who died recently following an emergency operation in Miami, Fla., was read by H. Leslie Popp. A moment of silence was observed in memory of other industry men who died since the annual meeting a year ago.

AACC Meeting

(Continued from page 64)

May 18 by the test baking committee of the American Association of Cereal Chemists proved to be one of the more popular features of the four-day program. R. T. Bohn, General Baking Co., New York, chairman of the test baking committee, presided at the symposium. Participants were members of the committee, each of whom had prepared short papers on different phases of the committee's activity during the past year.

Mr. Bohn, in his introductory remarks, stressed the importance of a laboratory baking test which would enable the mill laboratory to evaluate flour in terms that are understandable by the miller and baker alike. He also emphasized the fact that the test must be designed to accentuate the quality factor of the flours and not simply to produce a "beautiful loaf of bread."

Standard Test Needed

Dr. W. B. Bradley, American Institute of Baking, Chicago, outlined the commercial baker's interest in a standard baking test and said that it must show an evaluation of uniformity of the flour and an indication of optimum baking procedures and formula requirements. He discussed the need for the development of a standard laboratory baking test that would be readily reproducible from laboratory to laboratory and the need for the formulation and definition of terms that would describe more adequately the loaf produced by the test baking procedure.

R. W. Selman, Selman & Associates, Kansas City, brought out that the commercial baker is not so much interested in any particular factor but rather in the over-all tolerance of a flour. He stressed the fact that a baker cannot alter his shop routine to fit widely varying bakeshop performance characteristics.

A report on a survey made by the Pioneer Section of the chemists' organization was presented by Arthur W. Gust. Mr. Gust commented on the use of a straight dough vs. a sponge dough formula and said that bread scoring methods vary widely.

A report on a survey of properties of a flour determined by a baking test was presented on the symposium by C. A. Nelson, Mennel Milling Co., Fostoria, Ohio. He said that his report should serve as the basis of an acceptable and appropriate scoring system and gave emphasis to the point that was made by Mr. Selman and Mr. Gust that some revision is indicated in the baking test standards.

The determination of absorption in bread doughs was reported on by G. Moen, General Mills, Inc., Minneapolis. Mr. Moen recommended the use of a Farinograph for determination of absorption and said that the committee should promote better agree-



PILLSBURY APPOINTMENT—The appointment of Claude R. Stratton as director of the bakery sales service department of Pillsbury Mills, Inc., was recently announced. He is shown above with the judges of the recent Pillsbury Grand National Formula Hunt for bakers. Mr. Stratton, who will make his headquarters at Minneapolis, has had a long career with Pillsbury. He started out as chief clerk in the Richmond office in 1921 and has been engaged in bakery service demonstration, bakery sales and production service since 1925. He is a graduate of the American Institute of Baking. Pictured above, left to right, are: A. J. Vander Voort, Dunwoody Baking School, Minneapolis; Charles Glabau, Bakers Weekly, New York; William Walmsley, American Institute of Baking, Chicago; William Broeg, bakery trade consultant, Lyndeboro, N.H.; John Summers, Oklahoma A. & M. College school of baking, Okmulgee, Okla.; Mr. Stratton and Frank Jungwaelter, Associated Retail Bakers of America, Chicago.

ment between test bakers regarding absorption.

The present status of sugar level and standard baking tests was discussed by Dr. E. G. Bayfield, Standard Milling Co., Chicago. Dr. Bayfield pointed out the trend toward higher sugar levels, beginning around 1940, when the sugar level began with a steady increase from about 2½% to the present average of around 5%.

C. F. Davis, National Biscuit Co., New York, presented a review regarding standardization of mechanical equipment, pan sizes and scaling weights used in the bake test.

Dough Procedures Discussed

A comparison of sponge vs. straight dough procedure in laboratory test baking was discussed by Dr. J. A. Shellenberger, Kansas State College, Manhattan.

John S. Whinery, Rodney Milling Co., Kansas City, described an adaptation of a sponge dough "pup" procedure using a commercial formula for laboratory testing of flour.

During the business session of the convention, it was announced that Dr. H. K. Parker, Wallace & Tiernan Co., Inc., Newark, N.J., had been elected to the office of president-elect of the AACC. Dr. John A. Shellenberger, Kansas State College, Manhattan, was installed as president of the AACC, succeeding Dr. Frank C. Hildebrand, General Mills, Inc., Minneapolis.

At the annual banquet of the convention May 18, the Osborne Medal Award was presented to Dr. W. F. Geddes, University of Minnesota, Minneapolis.

—BREAD IS THE STAFF OF LIFE—

ANNUAL "FROLIC" HELD

PITTSBURGH—The Greater Pittsburgh Production Men's Club held its annual "frolic" at Shannopin Country Club May 24. Ninety couples dined, danced and played bingo. R. R. Sanborn, flour broker; Ernest Hendershaw, milk broker, and William Giltenboth, Stover & Andrews, served on the committee.

MANAGERS' MEETING TO MARK 50TH YEAR OF W. E. LONG CO.

CHICAGO—The W. E. Long Co., which is this year celebrating its 50th year of service to the baking industry, will hold a "golden anniversary general managers conference" June 19-21 at the Edgewater Beach Hotel here.

Guest speakers at the conference will include Karl E. Mundt, U.S. representative from South Dakota; Robert Kazmayer, analyst of national and international affairs; Dr. Harold Moulton, economist, and Edward McPaul, philosophic humorist.

In addition to the general speakers, authorities on all phases of bakery production and sales will lead discussions of significant trends and problems for independent bakers. T. O. Armstrong labor relations expert for Westinghouse, will discuss "Working with People"; Joseph Stedem, vice president of Hertz auto rental system, will talk on "Leasing Delivery Equipment," and Paul Talmey, executive of the General American Transit Corp., will cover "Bulk Flour Handling by Transflo."

—BREAD IS THE STAFF OF LIFE—

OREGON RETAIL BAKERS HOLD SECOND MEETING

PORTLAND, ORE.—The second meeting of the newly-organized Oregon Retail Bakers Assn. was held here May 17 at the plant of the Peerless Yeast Co. Santo Porco, S. P. Bakery, president, presented the objectives of the organization and urged all bakery owners to affiliate.

Fritz Randall, St. John's Bakery and Murray Coleman, Blue Bird Bakery, were appointed to serve on the membership committee for the first month. The group elected Mr. Porco and George Inglis, Inglis Baking School, to serve as representatives in the formation of labor contracts affecting the retail baking industry.



AT S.W. CONVENTION—The persons shown above figured prominently in the recent convention of the Southwest Bakers Assn. at Amarillo, Texas. Left to right, they are: Mr. and Mrs. Bill Markwardt, Markwardt's Quality Bakery, Joplin, Mo.; A. A. DeBrosse, Swell Bakery, Albuquerque, N.M., and Neal Mann, Mann Baking Co., Amarillo. Mr. Markwardt was a program speaker at the meeting. Mr. Mann was elected president of the association and Mr. DeBrosse was named vice president of the group.

Southwest Bakers Assn. Names Neal Mann as New President

AMARILLO, TEXAS—Neal Mann, Mann Baking Co., Amarillo, was elected president of the Southwest Bakers Assn. at the fourth annual convention of the group held here May 21-23. The association is composed of bakers in New Mexico, Texas and Arizona.

Other officers elected included: A. A. DeBrosse, Swell Bakery, Albuquerque, vice president, and J. R. L. Kilgore, Kilgore Sales Co., Albuquerque, secretary-treasurer.

If all of the sage advice handed out to the 225 delegates at the convention were added up and put into action, the flour consumption index would take a turn for the better. The "Parade of Summer Features" and discussion of warm weather production problems were timely. B. R. Kramer, Procter & Gamble, Cincinnati; Cleve Carney, Chapman & Smith Co., Chicago; Ed Goodson, Swift & Co., Fort Worth, and Jack Snyder, Snyder's Bakery Service, Oakland, Cal., produced the answers to most of the troubles that plague the retail baker when the sun shines hot and appetites lag.

Mr. Kramer, for example, plugged for more chocolate and coconut combinations, less icing, less finishing, more cookies and more icebox desserts.

"Make summer goods for summer conditions and tastes," he urged.

Mr. Goodson urged more variety and fast turnover as the best competition a baker can give the housewife. Mr. Snyder came through with an interesting line of suggestions: Chiffon souffles, angel food pie, pineapple jam and peppermint fillings.

W. E. Doty, California Raisin Advisory Board, Fresno, Cal., had his own answer to declining flour consumption: Give the people a richer dish and they'll eat more bakery goods.

"Make specials and make them real ones," he said. "The baking industry is under fire by nutritionists because flimsy, careless products are being put out."

Brown 'n Serve Discussed

T. R. Freer, General Mills, Inc., Minneapolis, told how to make the most of Brown 'n Serve. He said it has been "highly successful in boosting bakery volume wherever it has been undertaken with reasonable abil-

ity." For hot weather, he said, some bakers might wish to discontinue Brown 'n Serve.

"If you do," he advised, "all get together in your town and all discontinue. Or else all keep in production on a reasonable scale."

In climates where mold is a possibility he recommended emphasis on sanitation in the plant, holding production down to the actual rate of sales, and the use of mold inhibitors.

Value of a brand name and the need for packaging that will protect and help sell bakery products were discussed by Christian A. Nast, Oneida Paper Co., Fort Worth, Texas, and Walter Warrick, J. R. Short Milling Co., Chicago.

Mr. Nast proposed that if packaging has been a stimulant to sales in all other industries there is no rea-

son why it shouldn't in the baking industry.

"To be right," he said, "a package must be designed for each specific situation, and the paper people are willing to help on this if the baker will decide what he wants his packaging to do."

Mr. Warrick discussed the fabulous values that are attained by some trademarks, such as "Coca-Cola," "Kodak" and "Ivory Soap." But he thought there was "no need to get ulcers over choosing exactly the right brand name, since the thing that counts is what the producer puts behind his brand."

"Every act of the management and of every employee adds or detracts from the value of a brand name," he said.

In the realm of public relations, two trade journal editors had interesting comments. Lou Kennedy, Bakers Helper, Chicago, pointed out that if the bread baker is only holding his own it's probably because he got careless during war years, "when anything went." He said enriched bread is the "richest food a person can eat when it comes to nutritional values, and should be promoted as such." He said that people can be persuaded to serve more sweet goods as desserts.

Charles Tunnell, the Southwestern Baker, Houston, said that "all is not right with a country where taxes have increased 575% in 10 years, where something-for-nothing social security is used to keep a party in power and is diminished in value through money devaluation, and where labor cooks up crippling strikes over silly disputes." He urged every baker to do what he can "in his own bailiwick to tell the truth and educate his people and neighbors on the fundamentals of the American free enterprise system."

Need for Youth Seen

E. M. Deck, Mrs. Tucker's Foods, Sherman, Texas, said the baking industry needs more youth, and isn't doing itself any good along this line

by keeping silent on the opportunities in the business.

"Put a little glamor into it," he said. "Tell people about the careers in bakery engineering and the many specialized jobs in big plants."

Glen Findley, Morten Milling Co., Dallas, Texas, described the fermentation process and explained how the production man gets a perfect balance, and a good loaf of bread, by making sure of equal amounts of carbon dioxide and air in his doughs.

Keats Soder, director of the Texas-Oklahoma Wheat Improvement Program, told how the mills are working among farmers to get them to produce the best types of flour for milling.

Social events were numerous during the convention. The men played golf; both men and women enjoyed an evening of cocktails and dancing and an evening at a night club. The ladies were entertained at the country club.

Governors Elected

Governors elected at the convention included: Les Reischman, Holsum Baking Co., Roswell, N.M.; Ray Pritchett, Harvest Queen Mills, Plainview, Texas; Dennis LeCave, LeCave's Pastry Shop, Tucson, Ariz.; Kenneth Hopkins, Standard Brands, Inc., Albuquerque; R. F. Cetti, Standard Brands, Inc., Phoenix; Joseph Baldrige, Baldrige Bakery, Lubbock, Texas; E. L. Randolph, Good Eats Bakery, Hobbs, N.M.; Ed Mead, Mead's Bakery, Albuquerque; D. C. Allton, Allton's Pastry Shop, Amarillo; Gene Craig, Mead's Bakery, El Paso, and Rommy Knoles, Peerless Baking Co., Flagstaff, Ariz.

G. D. Stephens, former secretary of the New Mexico association, was made an honorary member of the Southwest association. Fremont Kutnewsky, another former secretary of the association, was made historian.

Resolutions passed congratulated the American Bakers Assn. for its program and promised full support.

—BREAD IS THE STAFF OF LIFE—

DURKEE CONSOLIDATES ADS

CLEVELAND—All advertising for the Durkee Famous Foods division of the Glidden Co. has been consolidated with a single agency, Meldrum & Fewsmith, Inc., Cleveland, N. B. Betzold, general sales manager for Durkee, has announced. In conjunction with the Durkee announcement, E. T. Morris, executive vice president of Meldrum & Fewsmith, announced that the agency shortly will open a new Chicago office to serve the central division of Durkee in Chicago. A second office also will be established in San Francisco to serve the West Coast Durkee operations.

—BREAD IS THE STAFF OF LIFE—

VANDERBILT PATENTS DEDICATED TO PUBLIC

NEW YORK—Patents on two new processes which are designed to retard the rate of staling and thus prolong palatability of bread and other yeast-raised bakery products have been dedicated to the public by the R. T. Vanderbilt Co., Inc., of New York City.

The patents, issued by the U.S. Patent Office May 30, cover processes involving the use of Myrj 45 and other closely related anti-staling compounds. These processes now will be available to the baking industry on a free and unrestricted basis, the Vanderbilt company reported.

H. H. Favor, technical head of the company's food division, stated that use of the new technique should result in "substantial benefits to bak-



ENRICHMENT STORY ON TV—Dr. J. C. Bauernfeind (left), director of applied nutrition, Hoffmann-LaRoche, Inc., recently appeared as the guest of Charles Tranum (right) on the television's popular "Manhattan Spotlight" program over WABD. The show was devoted to a discussion of the importance of vitamin enrichment of white bread flours. Dr. Bauernfeind holds the specially-made six-inch model of a wheat kernel which he used in the presentation to demonstrate to the TV audience the several parts of a wheat kernel.

ers and consumers by enabling bakery products to retain freshness and softness longer.

"Rapid staling has long been a problem in the industry," he added, "and our company is glad to render a service by making this research available to all."

The processes were developed by Norman F. Johnston, chemist of the Vanderbilt Laboratories, East Norwalk, Conn., and patent applications were filed in 1947. Patents were assigned by Mr. Johnston to the company, which, in turn dedicated them to the public.

R. T. Vanderbilt Co., Inc., a research and sales organization, has a food division which specializes in food emulsifiers for the Baking Industry.

The processes bear U.S. Patent Office Nos. 2,509,926 and 2,509,927.

—BREAD IS THE STAFF OF LIFE—

Final Report on 1949 Baking Exposition Given

CHICAGO—G. R. Williams, Williams Baking Co., Scranton, Pa., chairman of the 1949 Baking Industry Exposition Committee, reported to the American Bakers Assn. governors at their May meeting that the exposition held in Atlantic City last October was the finest and largest (attendance, 13,251; square feet of commercial exhibits, 121,224) ever held in the industry.

"Continuing benefits are reported accruing to both bakers and exhibitors," he said. "Many compliments on the show itself and on the management have been received. Exhibitors voluntarily recorded their favorable reactions and results, and some included suggestions for future shows."

The surplus funds resulting from registrations and exposition fees after expenses were paid were disposed of as grants to not-for-profit organizations and activities for the benefit of the baking industry and its service to consumers of baked foods. The largest grant was made to the American Institute of Baking for purchase of furniture and equipment required for the new building in Chicago now under construction.

A substantial grant was made to the Baking Industry Sanitation Standards Committee for its research

in drawing up standards for equipment used by bakers, the various parts of which will be made more readily accessible for cleaning and sterilization. A reserve was set up for contingencies and for a future show, probably to be held in 1955, Mr. Williams said.

—BREAD IS THE STAFF OF LIFE—

KENTUCKY AND MEMPHIS BAKERS HOLD MEETING

FRANKFORT, KY.—The one-day meeting of the Kentucky Master Bakers Assn. held at the American Legion Hall here May 10 drew 31 bakers and 25 allied men. Cooperating in the sponsorship of the meeting was the Memphis Master Bakers Assn.

Howard Bowles, field director of public relations for the Kentucky Chamber of Commerce, was the principal guest speaker. His subject was, "My Country to Have and to Hold." M. J. Fickenschier, Newport, Ky., secretary of the Kentucky Master Bakers Assn., stressed the importance of a strong, active association in the state and urged an expanded program in obtaining new members for the group.

A film on cake decorating prepared by the Wilton School of Cake Decorating, Chicago, was shown at the morning session.

—BREAD IS THE STAFF OF LIFE—

RESEARCH PRODUCTS MOVES

KANSAS CITY—Research Products Co. moved May 27 to new and larger quarters at 1517 Walnut St. in Kansas City. Head of the company is L. L. McAnnich. The company is manufacturer of "Repco" and "Soft-Ade" bread emulsifiers, "Humi-Temp" fermentation cabinets, and "Max-Kill," "Spot-Kill" and "80-20" grain fumigants.

—BREAD IS THE STAFF OF LIFE—

L. P. REED NAMED HEAD OF SAWYER BISCUIT CO.

OMAHA—L. P. Reed, president of the Merchants Biscuit Co., Omaha, since 1941, will leave here July 1 to become president and general manager of the Sawyer Biscuit Co., Chicago. Both firms are divisions of the United Biscuit Co. Mr. Reed will be succeeded in Omaha by O. B. Skadland, Fargo, N.D. E. J. Karnes has been promoted to vice president in charge of sales.



OFFICERS OF NEW YORK GROUP—The above illustration, showing officers of the New York State Association of Manufacturing Retail Bakers, was taken during the recent convention of the group in Brooklyn, N.Y. From left to right, they are: Percy M. Stelle, editor of the American Independent Baker, New York, acting secretary; Henry Hoer, Hoer's Bakery, Bronx, first vice president; Walter G. Bauer, Bauer's Famous Bakery, Brooklyn, treasurer; Raymond Bleier, White Star Baking Co., Rochester, president; Charles Vogel, Vogel's Bakery, Utica, second vice president, and Rudolph Marx, Marx Bakeshop, Baldwin, third vice president. (See news story on page 19.)

Pennsylvania Bakers Emphasize Sports at Summer Convention

WERNERSVILLE, PA.—Although the summer convention of the Pennsylvania Bakers Assn., held at the Galen Hall Hotel and Country Club June 4-6, emphasized sports, friendly social hours and relaxation, the one business session on Tuesday morning, June 6, struck a modern note. It was keyed to the future of the baking industry with talks that showed vision and an unusual conception of its problems. John Hagy, president, Freihofer Baking Co., Philadelphia, served as general chairman.

George J. Conly, general sales manager of Parkway Baking Co., Philadelphia, spoke on "Youth Looks at Management," which showed the vital need of drawing young men into this important business.

"Bakers' sons can't be the only ones going into this industry," he said. "Other capable young people must realize its excellent possibilities."

The association's legal counsel, Kenneth Souser, hit one of the most widely-discussed topics in Pennsylvania bakery channels in his topic, "Will the Fate of Bread Be the Same as that of Coal?" Charles H. Eyles, president of the Richard A. Foley Advertising Agency, Inc., past president of the Poor Richard Club, who has had a long experience and background in promoting bakery products, spoke on "Imagination—Your Priceless Ingredient."

The color film of Standard Brands, Inc., "Holiday Happiness," opened the session.

Golf was the center of attraction June 5 with F. William McCarthy, Fleischmann's Vienna Model Bakery, Philadelphia, and John P. Byrnes, Byrnes & Kiefer Co., Pittsburgh, chairman and co-chairman.

A trap shooting contest the afternoon of June 6, under the chairmanships of John P. Saylor, Saylor's Bakery, Tamaqua, and Harold Muller-Thym, Haverford, lured many bakers and allied men into bringing their favorite guns. A. M. Luben, Dough-

nut Corporation of America, and G. Adolph Jahn, Federal Yeast Corp., were in charge of the ladies' entertainment program.

The evening entertainment and dancing June 4 were arranged by Ross D. Miller, Wm. Freihofer Baking Co., Allentown, and C. H. Bollinger, Flour Mills of America, Reading.

The junior generation took over the evening program June 5, adding another "new look" to the convention. Thomas B. Schmidt, Jr., Capital Bakers, Inc., and "Chappy" Muller-Thym, Haverford, planned the entertainment with accent on youth.

The banquet the evening of June 6 was the usual successful climax to three days of good fellowship. Robert P. Smith, Mrs. Smith's Pie Co., Pottstown, was chairman, assisted by Maurice D. Smith, Pollock Paper Corp., Harrisburg.

—BREAD IS THE STAFF OF LIFE—

Rocky Mountain Bakers Postpone June Convention

DENVER—The June 4-6 convention of the Rocky Mountain Bakers Assn. has been indefinitely postponed because of the continued strike involving 11 major Denver bakeries. The board of governors of the association voted unanimously to cancel all arrangements for holding a convention at this time, it was reported. The convention was scheduled to have been held at the Albany Hotel here. T. W. Kunde, P.O. Box 5326 TA, Denver 17, is secretary of the association.

—BREAD IS THE STAFF OF LIFE—

CLUB PLANS PICNIC

DALLAS—The Greater Dallas Bakers Club has scheduled a picnic to be held June 13 at Vickery Park here.



BREAD LINE—More-flour bread, imported from Kansas, was introduced to grain men at the Minneapolis Grain Exchange May 2. Above, Clarice Visser, Mid-Continent Airlines hostess, passes out loaves and a smile to (left to right) Robert J. Johnson, Hallet & Carey Co.; Robert B. McWhite, Occident Terminal Elevators, and Thomas G. McCarthy, McCarthy Bros. Co. The invasion of Kansas wheat flour bread into spring wheat territory was arranged by the Western Kansas Development Assn. in the interest of promoting the product containing 16% more flour.



William L. Goodman, Jr.

PROMOTED—William L. Goodman, Jr., head of the advertising division of the W. E. Long Co., Chicago, has been elected to the newly created post of vice president and director of advertising, according to an announcement by W. E. Long, chairman of the board and founder of the organization. Mr. Goodman, 40, has been with the Long firm for 18 months, has a background of 18 years in the advertising field.



Jay J. Coughney

TRANSFERRED—Ogden A. Gelfuss, vice president of National Yeast Corp., has announced that Jay J. Coughney, formerly of the Pittsburgh branch of National Yeast Corp., has been transferred to the Chicago area as district manager, with headquarters at 3845 So. Winchester Ave. Mr. Coughney attended Duquesne University in Pittsburgh and was only separated from the baking industry during his service in the Army Air Corps.

MOSTLY PERSONAL

Peter M. Kunst, Kunst Bakery, Pittsburgh, was among five men honored at a banquet at the Hotel Schenley recently for their work in combatting juvenile delinquency. **Tom Clark**, Supreme Court justice, made the awards. Mr. Kunst gained the honor by his generosity in presenting his baked products to children in the detention home of the Pittsburgh juvenile court.

Joseph M. Tombers, Purity Bakeries Corp., St. Paul, recently was released from St. Joseph's Hospital following a minor operation. Mr. Tombers, immediate past president of the Associated Bakers of Minnesota and program chairman for this year's convention of the group in St. Paul May 22-23, is recovering satisfactorily.

Carroll K. Michener, executive editor of The American Baker, Minneapolis, and **Mrs. Michener** left recently on a vacation trip to Europe. After flying from Minneapolis to New York, they sailed April 28 for Liverpool. Mr. and Mrs. Michener will visit London and travel through England, Wales and Scotland before going to Holland for a brief stay. From there they will return to England and revisit London. They plan to sail June 10 for the U.S. and arrive in Minneapolis June 19.

Eight days of fishing in Kipawa Lake, Upper Quebec, were enjoyed recently by **E. J. Bermel**, Pittsburgh manager for the Eagle Roller Mill Co. of New Ulm, Minn.; **Louis Dudt**, South Hills Premier Bakery; **Wendell Fleckenstein**, Potomac Bakery, Dormont; **Egon Marhoefer**, Bold Bakery; **George Olson**, Dawn Donuts, Homestead; **F. Graham**, Graham Bakery,

Dormont, and **Harvey G. Woeckner**, Marathon Corp.

Karl W. Kurtz has been appointed director of the promotional program for progress in Sandusky, Ohio, the Sandusky Chamber of Commerce has announced. For the last 17 years Mr. Kurtz has been in charge of advertising and promotion for the H. & S. Modern Baking Co.

Fred A. Kuhlmann, manager of the Ogden, Utah, plant of the Continental Baking Co., was named president of the Ogden Community Chest at the recent annual board of directors' meeting and election.

Mrs. W. W. Reece, wife of the well known baking consultant engineer, Chicago, was elected first vice president of the Illinois Federation of Women's Clubs, May 11 at the con-

POTOMAC STATES BAKERS PLAN PARTY

BALTIMORE—To make certain nothing has been overlooked to insure the success of the June 25-28 party at the Cavalier Hotel, Virginia Beach, about 30 members of the Potomac States Bakers Assn. and the Baltimore Bakers Club made a pre-convention and inspection trip. They reported that the hotel, beach club and golf course are in fine shape for the usual gay gathering that takes the place of a formal spring meeting for the association. Reservations should be made early through **Emmet Gary**, secretary, at 16 McClellan Place, Baltimore 2, it was announced.

cluding session of the federation's 54th annual convention, held at the Sherman Hotel in Chicago. The federation has 88,000 members in Illinois.

Gilbert Thayer has been named midwestern manager for Bakers Review, with offices in Chicago, according to a recent announcement by that publication. He succeeds **Samuel K. Nutter, Jr.**, who resigned recently to join the sales staff of International Milling Co. in Chicago.

Paul H. Helms, Sr., president of the Helms Bakeries, Los Angeles, was a member of the board of judges for the Bank of America achievement awards to high school students. Cash awards of \$7,400 were given out to worthy students by the Bank of America.

J. C. Bowman, president of Supreme Bakers, Bowman Biscuit Co., Denver, recently received on behalf of his company a "fame and fortune" award presented by the Advertising Club of Denver. The award, a certificate, recognized the company's "record of achievement in successfully building one of Colorado's outstanding organizations through sound advertising, selling and merchandising."

Title of the outstanding layman in the field of recreation in Erie, Pa., recently was conferred upon **Gus Pulkos**, prominent Erie baker, by the Pennsylvania Health and Physical Education and Recreation Society. He recently served as chairman of the Erie Lions Club swimming meet.

Clayton I. Kentnor, advertising manager of Igleheart Bros., Inc. (General Foods Corp.), Evansville, Ind., has been elected president of the Evansville Advertising Club to serve the ensuing year. Mr. Kentnor went to Evansville two years ago from New York, where he was associated with General Foods.

Normal C. Heilman, Sr., proprietor of Heilman's Bakery, Wallingford, Conn., and retail vice president of the Connecticut Bakers Assn., Inc., has been chosen president of the Wallingford Chamber of Commerce for 1950-51.

John U. Lemmon, 3rd, and **Miss Cynthia B. Stone**, both of New York City, were married May 7, in Peoria, Ill. **John U. Lemmon, Jr.**, vice president of the Doughnut Corporation of America and past president of the Allied Trades of the Baking Industry, father of the groom, acted as best man. The younger Mr. Lemmon is a graduate of Harvard University, where he was a member of the Hasty Pudding Club, and he is now acting in television.

KING MIDAS FLOUR MILLS APPOINTS W. S. HITCHINGS

MINNEAPOLIS—W. S. Hitchings, Reading, Pa., who has represented the King Midas Flour Mills in southeastern Pennsylvania territory for the past several years, has been appointed manager of the Philadelphia office. This also embraces the Baltimore-Washington territory as well as the eastern shore. Mr. Hitchings will continue to serve the trade in his old territory together with these new added duties.

Arthur Godfrey to Promote Bakers' Products

MINNEAPOLIS—All bakers everywhere will be supported by Pillsbury Mills, Inc., June 13 with "radio's greatest selling personality"—**Arthur Godfrey**—in a 15-minute program on their behalf to the consumers of America.

This will be a follow-up on the "Fiesta Fruit Fan" promotion in May 29 issue of Life magazine.

Godfrey's morning show Tuesday, June 13, over the entire Columbia Broadcasting System network of 170 stations will salute the bakers of America and tell the housewife to buy baked goods.

Announcing this high powered sales promotion on behalf of bakers, **Harvey J. Patterson**, Pillsbury's bakery sales vice president, said: "Never before have all bakers been given the opportunity to cash in on the nation's top selling powers such as Life magazine and Arthur Godfrey's show. Pillsbury is providing this golden opportunity as part of their continued service to bakers."

—BREAD IS THE STAFF OF LIFE—

FOOD INDUSTRY COURSES OUTLINED TO ALLIES

MILWAUKEE—Before the end of 1950 the baking and allied industries will have available to them greatly improved and expanded facilities for research and experimentation that will provide not only improved products and better use of products, but also thoroughly trained personnel.

This was the message by **Dr. K. G. Weckel**, professor of food industry at the University of Wisconsin, to members of the Wisconsin Flour and Bakers Allied Trades Assn. at its May 19 meeting. Dr. Weckel reviewed the four- and five-year curricula of the course in food industry now being offered by the state university, stressing that the trained personnel graduating from these courses will be available to bakers as well as allied firms alike if both of these industries can interest young men and women enrolled in the courses to major in subjects directly identified with baking and allied branches.



CHAMP—**Emil Fink**, president, Fink Baking Corp.; **John A. Repetti**, New York manager for King Midas Flour Mills, and **Rigo Cavalli**, owner of the Bruno Ravioli Co., were photographed by **William D. Bieler**, bakery consultant, on Peconic Bay, off Long Island during a recent week-end of flounder fishing. Mr. Fink caught the prize fish, which weighed about three pounds—a size to brag about in that part of the country.

T. J. Mahlke Reelected Head of Minnesota Bakers

MINNEAPOLIS—T. J. Mahlke, Mahlke Baking Co., Winona, Minn., was reelected president of the Associated Bakers of Minnesota at the June 1 meeting of the group's board of directors. All other officers were also reelected. They include:

Martin Olson, Bungalow Bakery, St. Paul, vice president; Harry Sunder, Heartman Bakery, Duluth, financial secretary; George Abel, Ramaley Catering Co., St. Paul, treasurer, and J. M. Long, Minneapolis, secretary.

The 1950 "Fun Day" of the Minnesota bakers' group will be held at the Golden Valley Golf Club in Minneapolis Aug. 8, according to an announcement by George Abel, chairman of the event. Main feature of the affair will be the annual golf tournament.

—BREAD IS THE STAFF OF LIFE—

FARRAR TILNEY AT HOME AFTER OPERATION

NEW YORK—Farrar Tilney, vice president and director of purchases of General Baking Co., has been taken home following a recent operation in the Englewood Hospital.

—BREAD IS THE STAFF OF LIFE—

BUFFALO ALLIEDS PLAN JUNE BAKERS' MEETING

BUFFALO—The Allied Trades of the Baking Industry of Buffalo held a meeting May 22 in the Park Lane Restaurant and discussed plans for an educational program for the benefit of Buffalo area bakers to be held in Hotel Statler, June 13, under sponsorship of the allied trades group.

The program is designed to help bakers promote the hot weather sale of baked goods this summer. Bakery supply firms will provide speakers to discuss various phases of this problem.

Serving on the committee for the program are Ed Milsom, Pillsbury Mills, Inc.; Jim Donaldson, Lever Bros.; William Bell, Swift & Co.; Charles Spahr, Standard Brands, Inc., and Russ Klass, Russell G. Klass.

DEATHS

Charles W. Holloway, 78, New Carlisle, Ind., died May 14. Mr. Holloway was a prominent figure in the baking industry, having been general sales manager of the Schulze Baking Co. plants in Chicago and other Middle West cities from 1910-1916. He also served as general sales manager of the General Baking Co., New York, for a few years thereafter. In the late 20's, he was associated with Purity Bakeries, Inc., and was general manager of the firm's St. Louis plant. Of late years, he has lived in retirement at New Carlisle. He is survived by one daughter, Mrs. Helene Beltner, New York, and two sons, Charles C., Chicago, and Jack, North Liberty, Ind.

Frank W. Meyer, 84, retired special trade representative for Standard Brands, Inc., died at his home in Brooklyn, N.Y., April 28 after a long illness. Mr. Meyer started with the Fleischmann Yeast Co. as a driver-salesman in 1887; in later years he

figured prominently in grocery association activities. He retired in 1941 after 54 years with Standard Brands. Mr. Meyer is survived by a daughter.

Personnel manager of the Hall Baking Co., Buffalo, prior to his retirement in 1948, Richard Allison Hall, 67, died May 2 in a Buffalo hospital. He was a nephew of the late Frank L. Hall, founder of the large Buffalo baking enterprise. In 1925, Mr. Hall joined his uncle's bakery as a route salesman. He was made sales supervisor in 1940 and was promoted to personnel manager in 1945. His widow and a son survive him.

Henry D. Dietrich, 76, a director of the Freihofer Baking Co., Philadelphia, and formerly associated with the milling industry, died at his home May 31. A graduate of the Philadelphia College of Pharmacy, Mr. Dietrich was a director of Luden's, Inc., and Food Industries, Inc. He is survived by two sons, H. Richard, president of the Freihofer concern, and Daniel W., president of Luden's.

James N. Mann, 72, founder of the Mann Bakery, Amarillo, Texas, died there recently following a lengthy illness. He had been prominent in the baking industry in the panhandle region for many years. His bakery operates 28 delivery routes in the area. He is survived by his widow, Mattie, and two children.

Horace G. Brooks, 77, vice president and member of the board of directors of the Grocers Baking Co., Louisville, died May 7 at his home there. He was head of the H. G. Brooks Grocery Co. for 40 years prior to his retirement in 1937. He is survived by his widow, three sons and a daughter.

CHARLES L. WIRTH, HEAD OF RED STAR YEAST, DIES

MILWAUKEE—Charles L. Wirth, 51, president of the Red Star Yeast & Products Co. here, died May 21 following a heart attack at his home. He became ill several hours before while playing golf at Oconomowoc Country Club.

Mr. Wirth had been head of the firm, co-founded by his father, the late Leopole Wirth, since 1937.

Mr. Wirth had been a member of the American Institute of Baking, American Bakers Foundation, the Bakers Club of Chicago, and a trustee of the Nutrition Foundation, Inc. A member of the fair trade practices committee of the Federal Trade Commission, Mr. Wirth during the war was a member of the War Production Board's advisory committee for industry. He was cited for meritorious service by the U.S. Quartermaster subsistence and research development laboratories.

He was a member of the Wisconsin, Rotary and Oconomowoc Country clubs. He is survived by his widow, Gladys, and his mother, Mrs. Rose B. Wirth.

RUSSELL D. L. WIRTH NEW PRESIDENT OF RED STAR

MILWAUKEE—Russell D. L. Wirth, grandson of Leopold Wirth, a founder of Red Star Yeast & Products Co., Milwaukee, has been elected president of the company to succeed the late Charles L. Wirth, who died unexpectedly May 21 after suffering a heart attack.

The new president has been with

CONVENTION CALENDAR

June 10-12—Bakers Association of the Carolinas, Ocean-Forest Hotel, Myrtle, S.C.; sec., Louise Skillman, Charlotte, N.C.

June 12-14—Associated Retail Bakers of America, Hotel Wilton, Long Beach, Calif.; exec. sec., Walter M. Jennings, 735 W. Sheridan Road, Chicago 13.

June 24-25—Montana Master Bakers Assn.; Rainbow Hotel, Great Falls, Mont.; sec., O. P. Preble, Ideal Bakery, 129 S. Main St., Livingston.

June 25-28—Potomac States Bakers Assn., Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Gray, 16 McClellan Place, Baltimore.

Aug. 13-15—West Virginia Bakers Assn.; White Sulphur Springs, West Va.; sec., P. G. Sayre, 123 13th St., Parkersburg.

Sept. 15-16—Virginia Bakers Council; Natural Bridge Hotel, Natural Bridge, Va.; exec.-sec., Harold K. Wilder, 812 Life Insurance Co. of Virginia Bldg., Richmond, Va.

Sept. 17-19—Southern Bakers Assn., retail and wholesale exposition; At-

lanta Municipal Auditorium, Atlanta; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3.

Oct. 1-3—Kentucky Master Bakers Assn., Inc.; Seelbach Hotel, Louisville, Ky.; sec., M. J. Fickenscher, 919 Monmouth St., Newport, Ky.

Oct. 15-18—American Bakers Assn.; Hotel Sherman, Chicago; sec., Tom Smith, 20 N. Wacker Dr., Chicago 6.

Oct. 29-Nov. 2—National Bakers Supply House Assn.; Broadmoor Hotel, Colorado Springs, Colo.; headquarters, 64 East Lake St., Chicago 1.

1951

Jan. 21-23—Pennsylvania Bakers Assn., William Penn Hotel, Pittsburgh; sec., Theodore Staab, 5700 N. Broad St., Philadelphia.

April 16-18—Pacific Northwest Bakers Conference, Multnomah Hotel, Portland, Ore.

April 29-May 1—Texas Bakers Assn.; Baker Hotel, Dallas; sec., Mrs. Ed Goodman, 1134 National City Bldg., Dallas 1.

Harry Zimmerman Named President by Kansas Bakers

MANHATTAN, KANSAS—The annual business meeting of the Kansas Bakers Assn. was held at the Manhattan Country Club May 23 and Harry Zimmerman, Emporia (Kansas) Pastry Shop, was elected president. He succeeds James Chase, Golden Crust Baking Co., Manhattan.

Other officers elected at the meeting include W. R. White, Sutorius Bread Co., Salina, first vice president; Charles Meigel, Standard Brands, Inc., Kansas City, second vice president; Walter Kuckenbecker, Red Star Yeast & Products Co., Kansas City, third vice president; Larry J. Felton, Anheuser-Busch, Inc., Kansas City, secretary, and G. C. Gillan, Gillan Bakery, Concordia, treasurer.

Golf matches were held in the afternoon and a dinner was served in the club house in the evening.

—BREAD IS THE STAFF OF LIFE—

DAY OFFICES MOVED

CHICAGO—J. H. Day Co., Inc., has announced that its Chicago district offices have been moved into greatly enlarged quarters to take care of expanding needs. The Chicago address will be the same—407 S. Dearborn St.—but the new quarters now are on the 16th floor overlooking Lake Michigan. The telephone remains the same, HARRISON 7-1778. A. W. Lockhart is Chicago district representative for the Day company, the headquarters of which are in Cincinnati.

1951 CONVENTION SET BY TEXAS BAKERS

DALLAS—The 1951 convention of the Texas Bakers Assn. will be held in Dallas at the Baker Hotel April 29-May 1. The dates were chosen by the newly-elected officers and directors of the association following the close of the 1950 meeting in San Antonio, according to Mrs. Ed Goodman, office secretary.

Red Star for more than 20 years and has been associated in practically every department of the yeast firm. Twelve years ago he was elected vice president.

Also announced has been the election of C. F. Wehr, Red Star director and president of the Wehr Steel Co., as vice president to succeed Mr. Wirth.

—BREAD IS THE STAFF OF LIFE—

PRODUCTION CLUB ELECTS

TORONTO—The Bakery Production Club of Ontario has elected Hugh Cochrane as president; Jack Barron, first vice president; Van Drope, second vice president; Harry Guertin, secretary; Doug Williams, assistant secretary; Frank Heffernan, treasurer, and Fred Rose, assistant treasurer.

—BREAD IS THE STAFF OF LIFE—

MERCK & CO. ELECTS

JAMES J. KERRIGAN

RAHWAY, N.J.—James J. Kerrigan was elected president of Merck & Co., Inc., at a meeting of the board of directors May 23. He succeeds George W. Merck, who continues as chairman of the board.

Henry W. Johnstone was elected senior vice president.

Mr. Merck said the changes are a result of the sizable growth of the company and of the management responsibilities involved. He added that the management group is the same team as before, with himself giving continued guidance to the scientific activities of the company, as well as matters of general company policy.

Mr. Merck, son of the company's founder, George Merck, joined the company in 1914 and has been president since 1925.

Mr. Kerrigan joined the Merck organization in 1907, and spent much of his career in the commercial phases of the company's operations. He has been a vice president of the company since 1927. Mr. Kerrigan is a director of Merck & Co., Inc., and a director and vice president of Merck & Co., Ltd.

Mr. Johnstone joined the company in 1930. He became plant manager the following year and vice president in charge of operations in 1936. He is a director of Merck & Co., Inc., and Merck & Co., Ltd.



AID TO BAKERS' HEALTH—The fluorescent sun lamp shown above is said to help keep bakers and others who work indoors and at night "in the pink" of condition. The lamp, shown above in the Roseville Bakery, Newark, N.J., was developed by the Westinghouse Electric Corp., and is said to bring indoors the healthful and tanning effects of sunlight conveniently and cheaply. The new type sun lamp has the same tubular shape, dimensions and electrical characteristics as a regular fluorescent lamp, Westinghouse states.

New International Sugar Agreement Under Discussion

WASHINGTON — A meeting of trade and government officials was held in Washington May 26-27 to discuss reactivation of the International Sugar Agreement. Delegates from various countries will meet in London June 26 to discuss a new agreement.

When the special committee of the International Sugar Council convenes in London it will discuss recommendations by the Cuban delegation for a new international sugar agreement placed before the International Sugar Conference last October. These recommendations aim at an agreement to stabilize production and prices throughout the world in accordance with the needs of consumers, according to the United States Cuban Sugar Council.

Meanwhile, current estimates of the 1950 Cuban sugar production are around 6 million short tons, compared with 5,763,000 short tons in 1949, according to B. W. Dyer & Co. Only two Cuban crops on record have exceeded 6 million tons. Grinding was expected to be almost completed by the end of May. Over half of the mills had already finished and closed down by May 18.

"For those buyers who have not increased sugar floor stocks based on our previous recommendations, we

again recommend increasing refined sugar inventories at the lower prices to the extent possible without incurring outside warehousing expenses," the Dyer company advised their clients along with the recent refined sugar advance."

TO REPRESENT PULVA

PERTH AMBOY, N.J.—The Pulva Corp., manufacturer of pulverizing machinery, recently announced the appointment of the William Sales Co., Cincinnati, Ohio, as its exclusive representative covering Ohio, Michigan, Kentucky, West Virginia and western Pennsylvania.

FLOUR RESEARCH REPORTS REPUBLISHED IN PAMPHLET

MANHATTAN, KANSAS—A series of nine related articles, all dealing with flour granulation studies, has been republished in pamphlet form by the Kansas Agricultural Experiment Station. The articles, which originally appeared in The Northwestern Miller, Milling Production, Cereal Chemistry and the Bulletin of the Association of Operative Millers, report on research in flour granulation which was sponsored by the Millers National Federation and conducted by the department of milling industry.

In the researches, a Roller Particle Size Analyzer was used to obtain fractions of varying particle size from the same master sample of a straight grade flour.

One of the many significant facts brought out in the research was that

the baking quality of the flour fractions was not correlated with the ash content of the sample. "In fact," the report states, "if the ash content only were considered, in relation to baking quality, it might be concluded that more desirable bread was produced from flour containing the greatest amount of ash. As would be expected, the loaf volumes were shown to be dependent upon the content of protein in the flour."

Copies of the 86-page, 6-inch by 9-inch pamphlet may be obtained from the Director of the Kansas Agricultural Experiment Station, Manhattan.

CHARLES A. JENKINS LEAVES GENERAL POST

NEW YORK—Charles A. Jenkins, director of personnel of the General Baking Co., announced his retirement as of May 1.

Mr. Jenkins started with the company in 1910 as head bookkeeper at the Broad and Butler plant in Philadelphia. After serving as plant superintendent at the Philadelphia west plant, he was made plant manager at Wheeling, and later was manager of the Harlem River plant in New York.

In 1929 he was appointed manager of production of the company and served in that capacity until 1942. For the next six years Mr. Jenkins was in charge of all union matters as director of labor relations. Since 1948 he has been acting in the capacity of director of personnel.

DUNWOODY STUDENTS SEE PAUL MUELLER DECORATE

MINNEAPOLIS—A demonstration on cake decorating was conducted by Paul Mueller, Wesson Oil and Snowdrift Sales Co., Chicago, for the staff and students of the Dunwoody Baking School here May 24-25. Mr. Mueller made up several icings and demonstrated the making of flowers such as roses, birds and other novelties. He also made up gum paste and demonstrated the use of this product. He decorated a number of birthday and wedding cakes, making up various designs.

LEVER BROS. CO. PROMOTES J. E. DREW AND G. F. GAMBER

NEW YORK—Promotion of J. E. Drew to director of public relations and G. F. Gamber to director of personnel of Lever Bros. Co. has been announced at the Lever headquarters. Mr. Drew and Mr. Gamber joined Lever two years ago as associate director of public relations and associate director of personnel, respectively.

N. Y. BAKERS CLUB HOLDS SPRING GOLF OUTING

NEW YORK—About 115 members and guests attended the outdoor meeting of the Bakers Club at the Baltusrol Golf Club May 9. Through the courtesy of Arthur W. Drake, vice president, Drake Bakeries, Inc., and Lee T. Melly, vice president and treasurer, Ward Baking Co., approximately 75 participated in golf.

First prize in class A was won by E. P. Curtiss, Sutherland Paper Co., with a half dozen golf balls awarded to R. F. Kiltzau, Arthur W. Drake and A. A. Clarke. Class B winners were

P. H. Cass, Continental Baking Co., and second prizes went to J. D. Fleming, Swift & Co., and M. Riley Owens.

For the first time in the history of the club a hole-in-one was scored at a meeting—M. Lee Marshall, chairman of the board of Continental Baking Co., and chairman of the golf committee of the club, presented William Sands, the lucky golfer, with a special prize.

Alexander V. Fontana was elected to membership. The next meeting will be held at the Knollwood Country Club, White Plains, June 13, through the courtesy of William E. Derrick, Pillsbury Mills, Inc.

GOLF TOURNEY PLANNED

PHILADELPHIA—The annual golf tournament between the Philadelphia Bakers Club and the Philadelphia Production Men's Club has been scheduled for June 13.

R. W. SELMAN ORGANIZES INDUSTRY TECHNICAL CONSULTATION SERVICE

KANSAS CITY—A new consultation and technical service organization for the milling and baking industries, R. W. Selman & Associates, has been formed in Kansas City and will officially begin operations July 1. Head of the company is R. W. Selman, Jr., until recently a vice president and director of the C. J. Patterson Co., Kansas City, and a vice president of the Holsum Bread Co., Chattanooga, Tenn.

Director of laboratories for the new company is Dr. B. G. Carson, former research fellow and director of the C. J. Patterson laboratory. In charge of the secretarial force is Miss Mary Gallatin, who has had over five years of experience in bakery service and research activities.

Offices and laboratories will be maintained at 1517 Walnut St. in Kansas City. The bakeshop and laboratories will be completely equipped for baking and milling investigations and consultation services. Complete facilities for the physical testing of flours and control procedures for all bakeshop ingredients will be included.

Mr. Selman has spent many years in the research field and has also had practical bakeshop experience, having worked in various phases of bakery production for the Colonial Baking Co. in Chattanooga and Muncie, Ind. He was in charge of the molasses technology fellowship at the Mellon Institute of Industrial Research, Pittsburgh, prior to his going with the Patterson company. He has been a research fellow with the Campbell-Taggart Research Corp.

He served as secretary, vice chairman and chairman of the Kansas City section of the American Association of Cereal Chemists, and is currently first vice president of the Midwest Bakers Allied Club. Other memberships he holds are with the American Chemical Society, the American Association for the Advancement of Science, the Institute of Food Technologists, the Chemists Club of New York and the American Society of Bakery Engineers.

Dr. Carson, whose resignation from the Patterson company has just been announced, was in charge of all production control, research and technical activities for the firm. Prior to his one and a half years with that company he was research fellow for 11 years with E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.

Brewers Yeast Increases Shelf Life, Report Says

CHICAGO—An important new use for one of the major by-products of the distilling industry—brewers' yeast—was disclosed here May 23 during the 10th annual meeting of the Institute of Food Technologists.

Elmer F. Glabe and Pauline Goldman of the consulting firm of Food Technology, Inc., Chicago, reported that it now is possible to prolong the life and improve the flavor of certain baked goods and processed meat products by adding inactive brewers' yeast as a supplementary ingredient.

Adding the yeast to bread, doughnuts and a limited number of other bakery items extends shelf life an additional 24 hours, it was reported. Perhaps of equal importance, it was said, natural flavors of these foods are accentuated, giving consumers a tastier, more flavorful product.

Dr. Paul F. Sharp, director of the college of agriculture, University of California, Berkeley, Cal., was named president of the Institute of Food Technologists in one of the concluding sessions of the meeting.

Named president-elect of the group and scheduled to assume the presidency in 1951 was Dr. Charles N. Frey, director of research, Standard Brands, Inc. Col. Charles S. Lawrence was reelected executive secretary.

WISCONSIN BAKERS STUDY NEW LABEL REQUIREMENTS

MILWAUKEE — Label requirements when mold and rope inhibitors are used in baked foods have been outlined in a letter to the Wisconsin baking industry by the dairy and food division of the Wisconsin State Department of Agriculture, Madison, according to Fred Laufenburg, secretary of the Wisconsin Bakers Assn.

In view of the fact that the declaration as to the use of inhibitors must be included on the wrapper, many bakers are of the opinion that this will provoke questions in the ultimate consumer's mind as to how long spoilage is retarded and the relation-

ship of spoilage to freshness, it was reported.

Mr. Laufenburg said that the department has agreed that bakers may use up present inventories of bread wrappers and packaging supplies, even though they do not bear the declaration, but they must not order new supplies without the inclusion of such declaration if they are using or intend to use an inhibitor.

The Wisconsin association is circularizing its membership for suggestions from bakers who are now using or who intend to use inhibitors as to what wording for the declaration might prove the least objectionable.

New AIB Baking Class Studies Safety Course

CHICAGO—In cooperation with the department of sanitation of the American Institute of Baking, a comprehensive course in safety has been added to the curriculum of the AIB school of baking. It consists of lectures by members of the sanitation department and outside speakers.

The newly-enrolled 57th class is now receiving this safety course as one of the important phases of bakery operation. William Scheib, Continental Baking Co., and P. L. Hand, safety engineer for the Purity Baking Co., recently gave informative lectures on the methods of controlling accidents in bakeries, outlining procedures of employee training, supervision, and maintenance practices for accident prevention. Mr. Hand emphasized the importance of personal contact of supervisors with employees in disseminating safety rules, suggestions, and instructions. This is in addition to the regular precautions used by bakeries.

STERWIN EXPANDS FACILITIES

NEW YORK—Sterwin Chemicals, Inc., has expanded facilities in its four regional offices to include banking and accounting, effective May 1, P. Val Kolb, president, has announced. These offices, which also handle warehousing, shipping and billing, are located at 152 Peters St.,

S.W., Atlanta, Ga.; 445 Lake Shore Drive, Chicago; 2615 W. Mockingbird Lane, Dallas; and 349 Ninth St., San Francisco, Cal. Branch offices of Sterling Drug, Inc., parent company, are at the same addresses.

CONGRESS PASSES BILL ON PRICING PRACTICES

WASHINGTON—Congress has sent to the White House a bill designed to eliminate the confusion which has arisen over pricing practices by industry as the result of Supreme Court decisions involving the use of basing points.

The bill amends the Robinson-Patman Act and the Federal Trade Commission Act to allow sellers acting in good faith to sell at delivered prices and to absorb freight in meeting competition. However, the bill prohibits concerted action on the part of a group of sellers who jointly act to establish delivered price systems for products.

DUNWOODY GRADUATES 18

MINNEAPOLIS — Eighteen students from 12 different states and Canada finished their work at the Dunwoody School June 2.

THREE TEXAS GRADUATES RECEIVE CERTIFICATES

DALLAS—Certificates of achievement were presented recently by Ray Braden, Braden's Bakeries, Dallas, president of the Texas Bakers Assn., to the following graduates of the Texas Baking School at Arlington State College: Bert B. Davis, El Paso; William M. Hicks, Abilene, and Robert J. Schafer, Ft. Worth. The three were in the first graduating class of the school.

FIRM TO OFFER STOCK

SHERMAN, TEXAS—Mrs. Tuckers Foods, Inc., Sherman, Texas, recently filed a registration statement with the Securities & Exchange Commission covering 150,000 shares of common stock to be offered to the public. Stock in the 35-year-old corporation has been largely held by the family and the stock to be offered is for the account of several stockholders. The company is a large manufacturer of shortening products.



Samuel R. Strisik

UNITED JEWISH APPEAL HONORS SAMUEL STRISIK

NEW YORK—At the annual dinner of the bakers, flour and allied trades division of the United Jewish Appeal of Greater New York, held at the Waldorf-Astoria Hotel May 9, \$105,000 was pledged and about \$60,000 more is expected before Aug. 1.

All groups of the industries were represented and the response was regarded as very satisfying. The featured speaker was Dr. Carl Hermann Voss, noted minister, writer and lecturer. The efforts of Samuel R. Strisik, S. R. Strisik Co., on behalf of the appeal were honored on an illuminated scroll. This read, in part: "As a mark of deep appreciation for his tireless labors and sacrificial devotion to the cause of our people all over the world, . . . and in special commemoration of five years of dedicated service to the United Jewish Appeal as chairman of his division." Mr. Strisik's selection for this honor came as a surprise to him when announcements of the dinner were sent.

HATHAWAY BAKERIES, INC., NAMES DIRECTORS, OFFICERS

BRIGHTON, MASS.—Three directors were elected to the board of Hathaway Bakeries, Inc., at the annual meeting of stockholders at the Hotel Statler, Boston, May 11. James S. Borck, George E. Drake and John S. Slater were elected directors.

At the directors' meeting, Mr. Slater was named first vice president; William E. Freeman, second vice president; Romeo R. LaForme, third vice president, and Charles S. Tupper, treasurer and secretary. Mr. Freeman was also named assistant treasurer.

1951 DATES ANNOUNCED FOR PACIFIC N.W. MEETING

PORTLAND, ORE.—The 26th annual Pacific Northwest Bakers Conference is to be held in the Multnomah Hotel here April 16-18, 1951, according to an announcement by Roger Williams, secretary. The conference is sponsored by the Oregon Bakers Assn., Bakers of Washington and the retail bakers of both states and presented under the auspices of the Oregon, western Washington and Inland Empire chapters of the American Society of Bakery Engineers.



AIB CLASS—The 57th class of the American Institute of Baking is shown above, gathered in front of the institute's headquarters in Chicago. Left to right, they are:

Bottom Row—Joseph A. Rantz, Taylor J. Weathers, Thomas W. Lee, Jr., Raymond C. Blair, Caesar Labaqui, Willie F. Blessing, Willie J. Prejean, Gale E. Evans, Rudy A. Sturm, Frank J. Graham, Jr., Benjamin M. Standerfer, Woodrow Wilson Davis.
Second Row—Jerome Stahler, Joe M. Smith, Herbert C. Long, Victor D. Rich, Walter Broniszewski, Gordon Smith III, William H.

Mogensen, Grant M. Sweet, Richard J. Davidick, Frank H. Lopez, Guido J. Marconi, Charles D. Stone, Rufus V. Roberts, Casimir Grenda, Ralph E. Wilkerson, Robert W. Teague, Ralph J. Klein, Richard C. Laas.

Third Row—H. Patrick Brown, Willie A. Worley, Kenneth W. Julien, Harry Songster, Jr., Edward Hyatt, Jack Anthony Claus, George O. Weierbach, Jr., Julius H. Tadrick, John R. Christiansen, Robert F. Schwenk, Edward Ulak, Ralph Vessell.

Top Row—Lyle Englund, Harold L. Russell, Harry O. Dalvine, Joseph Walter Turskey, Delbert D. Dahl, Derwin S. Johnson, Raymond Wolken, Daniel E. Roecker, Duke S. Johnston, Ralph Cushing Hayward, Jr., Mervyn L. Henderson, Albert S. Thacker, Sr.



SALES MEETING—Attending the annual meeting of Sterwin Chemicals, Inc., May 8-12 at the Westchester Country Club, Rye, N.Y., were, left to right, P. Val Kolb, president of the firm, with Gordon W. Weed, Philadelphia; C. E. Noe, Boston, and L. R. Patton, Jr., all technical sales representatives for the Sterwin company.

Pennsylvania Allieds Hold Meeting for Bakers

READING, PA.—An entirely new departure in the field of cooperation between bakers and allied trades organizations was launched here May 18 when Pennsylvania Division No. 4 of the Allied Trades of the Baking Industry sponsored a one-day conference on bakery production and sales at the Abraham Lincoln Hotel.

As Joseph L. Carroll, Pillsbury Mills, Inc., Philadelphia, president of the Pennsylvania allied group, stated in his opening remarks, the conference was a "brain child" of Claude H. Bollinger, Flour Mills of America, who served as conference chairman.

The morning session featured a panel discussion of production topics, with Fred F. Hauser, Anheuser-Busch, Inc., Philadelphia, serving as panel moderator. While each of the seven panel members discussed freely his particular subject, questions were answered from time to time as they developed. Claude R. Stratton, Pillsbury Mills, Inc., Minneapolis, spoke on the selection of flours for various bakery products and to meet specific shop conditions. Mr. Hauser followed with a presentation on fermentation. Other members of the panel were Ben C. Drake, H. Muller-Thym Co., who covered the subject of "Machine Make Up"; Jones E. Mapes, Anheuser-Busch, Inc., who talked on various types of bread; Max Cyliax, The Brolite Co., who spoke on sweet doughs; Karl Keeney, Standard Brands, Inc., talking on "Rope and Mold" and J. Thompson Schell, Mallet & Co., on icings.

Packaging Discussed

The afternoon session was a logical step along the general character of the conference, with speakers on topics concerned with the packaging, transportation and selling of bakery products. Maurice D. Smith, Pollock Paper Corp., acted as panel moderator and discussed waxed paper and recent developments in this field. Robert E. Bauer, packaging engineer, covered the phase of designing cake and pie boxes with a "mod-

ern look." A presentation not often heard at bakers' conventions came from Jess Goranflo, Boyerstown Auto Bodies, Inc., who discussed problems involved in the transportation of bakery products. Fred Wester, Stanley Musselman, Inc., talked on the importance and effectiveness of advertising while Hen Johnston, chairman of the board of the National Outdoor Advertising Assn., spoke on advertising with particular emphasis on the outdoor version.

The final speaker of the conference's afternoon session was John Hagy, Freihofer Baking Co., president of Pennsylvania Bakers Assn., who gave the audience a presentation on the principles of bakery sales based on 35 years of practical experience in the bakery sales field.

77 Bakers Present

Attendance at the meeting totaled 77 bakers and 68 allied men, the latter being hosts to the bakers at a group luncheon.

John P. Garrow, Chapman & Smith Co., Chicago, president of the national allied trades association, expressed his pleasure over the success of this "milestone in relations of the allied trades with bakery operators" and wished the organization best of luck on future meetings of this type. Theo. Staab, secretary of Pennsylvania Bakers Assn., also congratulated the allied tradesmen on their success and encouraged them to consider this type of meeting as an "excellent media of establishing even better relationships between the members of the industry."

—BREAD IS THE STAFF OF LIFE—

BUILDING PLANS FILED

NEW YORK — Lever Bros. has filed plans with the New York De-

partment of Housing and Building for the 22-story office building it will erect on Park Avenue between 53rd and 54th Streets. The new building will cost \$4,500,000 and will include a cafeteria and a shop in the lobby. One-story taxpayers and the Normandie Theater have yet to be removed from the block before construction can begin.

ABA Governors Meet

(Continued from page 11)

The governors expressed great satisfaction that the program for this year includes the augmented budget for consumer education and the AIB.

Howard O. Hunter, executive vice president of the AIB, explained the close work between the institute and the Bakers of America Program, stating: "We and ABA are an integral part of the Bakers of America Program."

Mr. Hopkins in concluding his report told of the Bakers of America Program's own publicity and public relations department. It has been in operation the last 60 days and "evidence of its effectiveness is coming in every day." This includes not only work with newspapers, radio and magazines, but also television and bakers will soon see evidence of the program's activities in this field, he reported.

Mr. Hopkins and his staff were complimented on the accomplishments to date and were told that they are doing "an excellent job."

Following Mr. Hopkins' presentation, Mr. McCarthy asked for comments from the governors, which were very favorable. One suggestion was made that bakers in each marketing area might make a survey of consumer operations and eating habits covering baked foods.

Such surveys, it is believed, will reveal consumer operations and will either support or discredit some current opinions concerning attitudes toward baked foods. The thought was expressed that such surveys would provide valuable fundamental data to determine the trend of consumer activities of bakery products.

At the opening of the May 15 meeting, the board of governors paid honor to the late Eugene K. Quigg. Mr. Marshall read special messages sent by Russell L. White, White Baking Co., Indianapolis, and Leslie Popp.

In paying special tribute to Mr. Quigg, Fred Cobb said: "... He was eloquent, he was practical, he was diplomatic, and yet emphatic where emphasis was needed. ..." Mr. Cobb offered a resolution that the officers and board of governors of the ABA extend their expression of sympathy to his widow and family in their bereavement. His resolution was voted, recorded on the books of the association, and an engrossed copy will be sent to the family.

WANT ADS

Advertisements in this department are 10¢ per word; minimum charge, \$2. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5¢ per word, \$1 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$6 per inch per insertion. All Want Ads cash with order.

HELP WANTED

MEN CALLING ON BAKERS WANTED

Don't read this unless you are mechanically inclined, not afraid of work and interested in making money. We want men to sell our blades to bakers and show them the correct installation. Especially interested in eastern territories. Our blades have proved revolutionary in over 300 large bakeries in that they slice and don't rip. For further information write to—

GOPHER GRINDERS
ANOKA, MINNESOTA

BUSINESS OPPORTUNITIES

FOR SALE—FULLY EQUIPPED BAKERY in small western city, excellent retail and wholesale outlets. Can be bought for half its value. Real opportunity for live wire. Address 739, The American Baker, Minneapolis 2, Minn.

RARE OPPORTUNITY FOR EXCLUSIVE bakery on health resort. Old grist mill—private stream on lake shore. 11 acres wooded hills. Ideal for ski run. 61 miles Northwest from Minneapolis. Mrs. Peter Schmidt, 5804 Lyndale Ave. N., Minneapolis, Minn.

MACHINERY WANTED

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, 1522 E. High, Jefferson City, Mo.

J. ROSS MYERS & SON FLOUR

Shortening

324 N. Holliday St. Baltimore, Md.

A SUCCESSFUL DONUT BUSINESS CALLS FOR THE FINEST EQUIPMENT and MIX

DOUGHNUT CORP. OF AMERICA
393 Seventh Avenue New York 1, N. Y.

CAHOKIA FLOUR CO. ST. LOUIS, MO.

May We Serve You?

E. P. MITCHELL COMPANY • Flour

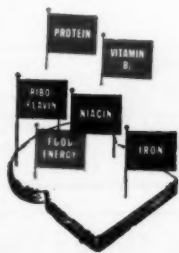


SERVING THE MILLING AND BAKING INDUSTRIES

DWIGHT BUILDING, KANSAS CITY, MO. • PHONE GRAND 1554



Satisfied . . .



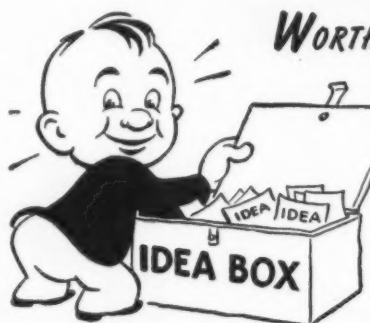
Not only must KELLY'S FAMOUS satisfy our baker customers, but first of all it must satisfy us. And we are tougher critics than any baker. When a KELLY'S FAMOUS shipment gets the o.k. of our laboratories, you can be sure that it is just right for baking.

*Milled exclusively from scientifically
selected varieties of finest hard wheat
under constant Laboratory Control.*

The WILLIAM KELLY MILLING COMPANY
HUTCHINSON, KANSAS

Capacity 5,000 Sacks

Grain Storage 1,000,000 Bus.



WORTH LOOKING INTO . . .

NEW PRODUCTS

NEW SERVICES

NEW LITERATURE

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

The American Baker
118 So. 6th St. Minneapolis, Minn.

No. 333— Wet-Dry Vacuum

A new improved 5-gal. wet-dry vacuum, the MCV-205A, featuring increased pickup ability has recently been introduced for bakeries by Multi-Clean Products, Inc.

Designed for those small and intermediate cleaning operations requiring a light-weight, easily handled wet-dry vacuum, the MCV-205A moves air at the rate of 108 cu. ft. per minute to give it outstanding pickup ability for a small capacity vacuum.

Total weight of the machine is 36 lb. with an overall height of 25 in. Diameter is 14 in. and the vacuum has a water lift of 52 in. Exterior finish is of baked enamel.

The machine rides on one rubber ball bearing swivel caster and two fixed rubber wheels. It can be carried by the handle on the top or moved about easily by pulling on the hose.

A special filter adapts the machine to any dry or wet vacuum pickup work and the ½ hp., 115 volt, universal AC or DC motor gives the machine unusual vacuum power for its size.

A built-in air circulating system cools the motor with outside air instead of with air from the vacuum tank exhaust.

No. 350 — Anti-Sticking Agent

The Dow Corning Corp. has announced the development of "Permaslip," a heat-stable silicone said to keep melted plastics, wax and other material from sticking to heat sealing irons and bars. It also is said to act as a release agent to prevent the piling up of melted plastic, lacquer or wax coatings. The product

reduces discoloration and cuts cleaning time and is said to practically eliminate the smearing of printers' ink.

"Permaslip" can be applied to hot or cold heat sealing surfaces. In most cases, Dow Corning points out, a single 2-oz. tube will keep a heat sealing iron operating at maximum efficiency for several months.

No. 353—Fat Filter

The R. F. Hunter Co. has introduced a new filter to the baking industry, known as the Hunter "Filterator." It features a new filtering principle, which is said to make it possible to clarify deep fats in unlimited quantities. It is also said that it requires no pressure receptacle, no extra tanks and no handling of hot oils.

The filter is a portable, lightweight unit, usable by both small operators and large producers. Its simplicity of design is claimed to make it extremely easy to operate, low maintenance costs, high recovery of oil, and ease in cleaning.

No. 354—Bakery Labels

Miller & Miller, Inc., bakery label printers, have announced a new line of stock design Brown 'n Serve labels, dramatizing how the products will look after the housewife bakes them. These labels are designed to add the "appetite appeal," thus catching a great deal more "impulse purchases" which, surveys indicate, account for better than 65% of the bakery product sales.

The labels are manufactured on either greaseproof insert food paper or thermoplastic heat seal roll type labels, for automatic wrapping ma-

chines, the special stock designs require no particular plates or art work for the baker to buy.

No. 349 — Delivery Tray

A new bakery delivery tray has been placed on the market by Benner-Nawman, Inc. This tray, being patented under the name of "Del-Tra," consists of a durable, light steel frame, which securely holds a replaceable corrugated paper liner.

When used for pan bread, Brown 'n Serve, and cake, the tray frame has a full liner held in place by top frame of wrap-around design. When used for French bread, the tray has a higher bottom flange and takes a bottom liner only. This permits the French bread to cool quickly. During the rainy season, liners which are waxed on one side can be used.

The "Del-Tras" are made for both "stand up" or "lay down" bread, to the sizes required by each bakery, thus fitting present equipment. They can be used in trucks with or without racks, because of a positive stacking feature, which is optional.

The designers claim these special advantages: Trays are not readily adaptable for non-bakery uses such as packing boxes, shelving, vegetable containers, garbage, etc.; they protect hands and clothing; give extra protection for bakery goods; clean; cut delivery costs due to long life of frame and reduction of losses.

The design was developed by Ray H. Bishop and Raymond F. Hoopes, Sr., who are the sales agents. Quotations are based on size and quantity.

No. 351 — Stripper Solution

A rapid and economical method for removing old coatings of silicone pan coatings was recently introduced to the baking industry by Dow Corning Corp. The research chemists and engineers who developed "DC Pan Glaze" found a high boiling solvent known as "Dowanol DC" that can be mixed with potassium hydroxide to strip multiple coatings of pan glaze in a matter of minutes, the company states.

After thorough laboratory testing, this stripper solution was used for several months in a commercial bakery before it was offered to the baking industry, it was pointed out.

In making these tests, relatively inexpensive machinery was developed for degreasing, stripping and power rinsing. Most straps of pans can be cleaned of single coats of pan coatings after two to five minutes' immersion, the company said, and multiple coats are removed after five to 15 minutes.

Dow Corning has released a technical bulletin describing the method of using the new solution and the equipment line-up.

No. 352—Dry Milk Statistics

The American Dry Milk Institute has released the 1950 edition of its bulletin "Production Trends," which reports production and distribution statistics of dry products of milk.

The statistical material in the bulletin is of some historical interest, the institute points out, but its greatest value is to indicate trends.

Monthly production, total disappearance, and per capita consumption of various types of dry products of milk are included.

"David Harum" Special Bakers

Made from a carefully selected blend of Dark Hard Winter and choice Northern Spring wheats—
DIASTATICALLY BALANCED

**STRONG—
UNIFORM—
EVENLY PERFORMING—
FLOUR FOR BAKERS**

*Milled for Perfection
—Not Priced*

*"Laboratory Tested
For Fine Baking"*

**Lexington Mill
& Elevator Co.**
LEXINGTON, NEBRASKA
SINCE 1884

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

ACME RYE
A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades
FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

NATIONAL YEAST CORPORATION
Executive Offices
Chas. Building, New York City
Sales Offices
45-34 37th St., Long Island City, N.Y.
35 East Wacker Drive, Chicago, Ill.
Plants
Belleville, N. J. and Crystal Lake, Ill.

King Milling Company
High Grade Michigan Soft Wheat
Flour, Plain and Self-Rising
Successful Millers for Fifty Years
LOWELL, MICHIGAN

Evans Milling Co.
INDIANAPOLIS, IND., U.S.A.
Manufacture Kiln-Dried
WHITE CORN PRODUCTS
Capacity, 16,000 Bushels

Miner - Hillard Milling Co.
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

The American Baker

118 South Sixth St., Minneapolis 2, Minn.

Please send me information on the following items (circle numbers)

No. 333—Vacuum
No. 349—Delivery Tray
No. 350—Anti-Stick Agent
No. 351—Solution

No. 352—Statistics
No. 353—Fat Filter
No. 354—Bakery Labels

NAME

COMPANY

ADDRESS



LIKE a sleek new airplane, a top quality flour must have good engineering and the finest of materials. You get both in AMERICAN FLOURS. We select and store the choicest wheats with superior baking properties. Then we mill them expertly to your order in one of the nation's most efficient flour plants. That's why it is wise to BUY AMERICAN!

Flour Capacity
4,000 Sacks

Grain Storage
3,000,000 Bu.

American Flours, inc.

G. M. ROSS, President

FLEMING ROSS, Vice-President

PAUL ROSS, Secretary

T. G. McDONALD, Sales

E. W. KIDDER, Sales

NEWTON, KANSAS

WESTERN STAR KANSAS STAR GOLDEN CREST



These "Star" flours will shine brightly in your bakery . . . and your bread will sparkle, too, with the lighter, fine-textured loaf you can make with these brands.

The WESTERN STAR MILL CO.
SALINA, KANSAS

Be Proud of Your Job,
as We Are of Ours, for

"Bread is the Staff of Life"



GIBRALTER
Flour

KANSAS BEST
Flour

The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas



"Do you think I should put more fire into my editorials?"
"No," said his editor. "Vice versa."

◆ ◆ ◆
"What's the matter, little boy?"
"Ma's gone and drowned all the little kittens."
"Dear me; that's too bad, isn't it?"
"Yes, and she promised me I could do it."

◆ ◆ ◆
A newspaper office received a telephone call. It was a woman calling to place her husband's name in the obituary column. "What was his profession?" the clerk asked.

"Traveling salesman," said the woman.

"Would you like to say anything personal?" asked the clerk.

"Well, I just found out that he's been carrying on with a woman in Chicago."

"We better not print that," the clerk said. "How long has he been dead?"

"He starts tomorrow."

◆ ◆ ◆
Little Johnny's mother had just presented the family with twins, and amid the great excitement, father said that he was sure that teacher would give Johnny a day's holiday in celebration. That afternoon, Johnny came home radiant. "I don't have to go to school tomorrow," he announced.

"Did you tell your teacher about the twins?" asked his father.

"No, I just told her I had a baby sister, I'm saving the other for next week."

◆ ◆ ◆
Three deaf Englishmen were riding through England on a train. As they came to a town one said, "Ah, this is Wembley."

"No," said the second, "this is Thursday."

Said the third: "So am I. Let's get off and have a Scotch and soda."

◆ ◆ ◆
A guard from the lunatic asylum rushed up to a farmer on the road and said, "I am looking for an escaped lunatic. Did he pass this way?"

"What does he look like?" asked the farmer.

"He's very short," said the guard, "and he is very thin and he weighs about 350 lb."

The farmer looked at him in amazement. "How can a man be short and thin and still weigh 350 lb.?" he asked.

"Don't act so surprised," said the guard angrily. "I told you he was crazy."

"Diamond D"

A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.
Sheridan Flouring Mills, Incorporated
SHERIDAN, WYOMING

IT'S AN AGE OF
SECRET FORMULAS
BUT IT'S NOT A SECRET
THAT AT LEAST 6%

DAIRYLEA*

Non-Fat Dry Milk Solids
will improve your bread 6 ways

- 1—Flavor
- 2—Nutrition
- 3—Texture
- 4—Appearance
- 5—Color
- 6—Better Keeping Qualities



Add it to your formula for greater yields and increased sales.

Inspected — Protected — Tested

DAIRYLEA
Non-Fat Dry Milk Solids
DAIRYMEN'S LEAGUE
COOPERATIVE ASSOCIATION, INC.
100 Park Ave., New York 17, N. Y.
*Reg. U. S. Pat. Off.

An EXTRA HOUR
OF DOUGH STABILITY
WITH WISDOM
BIA-GLUTEN FLOUR

A new development which greatly extends fermentation tolerance. Provides more time for "cutting over" or giving dough extra punches. If you want a flour which will stand abuse, write or wire

NEBRASKA CONSOLIDATED
MILLS COMPANY
1521 N. 16th St. OMAHA, NEBRASKA

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Self-rising
LIGONIER, IND. NORFOLK, VA.

Super Chief
High Protein Flour
GREEN'S MILLING CO.
Morris, Minn.

DIXIE LILY
A flour without n equal anywhere
Plain and Self-rising
THE BUHLER MILL & ELEVATOR CO.
BUHLER, KANSAS
Southern Regional Office
933-35 Exchange Bldg., Memphis, Tenn.

Drinkwater
BAKERY FLOUR
MORTEN MILLING CO.
Dallas, Texas



**CHAMPIONSHIP
PERFORMANCE**

Is Necessary to Stay in Front

USE

GOOCH'S BEST

"Identical Performance Flour"

NEEDS NO BLENDING

GOOCH MILLING & ELEVATOR CO.

LINCOLN, NEBRASKA

Daily Capacity 5,000 Cwts.

Elevator Space 2,100,000 Bus.

PRESTON-SHAFFER MILLING Co.

MERCHANT MILLERS

ESTABLISHED 1865

SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY

*Also Choice Blue-Stem and Hard
Spring Patents*

WE INVITE EXPORT CORRESPONDENCE

General Offices: WALLA WALLA, WASHINGTON
Mills at Waitsburg, Washington, Freewater, Oregon, and Atlanta, Oregon
Atlantic Coast Office, RAYMOND F. KILTHAU, Produce Exchange, New York



Fisher's THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.
Domestic and Export Millers
CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY

WESTERN MILLING Co.

MONTANA SPRING WHEAT PATENT FLOUR
BLUESTEM-PATENT FLOUR
FINEST SOFT WINTER WHEAT PATENT FLOUR
General Offices: Walla Walla, Washington

NEW STUDENTS ENROLL AT DUNWOODY BAKING SCHOOL

MINNEAPOLIS—Students from 11 states enrolled in the Dunwoody Baking School May 5. They will take either the four- or eight-month course offered at the school.

The new students are: Lowell Collins, Colorado Springs, Colo.; Carl C. Jesperson, Pocatello, Idaho; Harry Mays, Bristol, Va.; Donald Favorat, Malden, Mass.; Boleslaus Konkowski, Perth Amboy, N.J.; Daniel Mello, Fall River, Mass.; Keith Robinson, Corry, Penn.; Loren Edel, Olean, N.Y.; Michael Eames, Tomauqua, Pa.; Charles Corey, Middleport, N.Y.; Craig Albright, Duncannon, Pa.; Robert Langone, Somerville, Mass.; Robert Burr, Wallaston, Mass.; David Miller, Hoboken, N.J.; Edward Gerner, Linwood, Mich.; Norbert R. Janowski, Caro, Mich.; John Larson, Chicago, Ill.; Martin Olson, Elroy, Wis.; Schuyler Pierson, Manitowoc, Wis.; Howard Smith, Vicksburg, Mich., and Jack Woods, Rensselaer, Ind.

Checking out from the Dunwoody Baking School May 5 were the following men, ready to enter the trade: Glenn Core, Toledo, Ohio; Robert Crawford, Osceola, Wis.; Richard Falk, Byron, Ill.; Marvin Glickman, Green Bay, Wis.; Marcus Veith, Willmar, Minn.; Gordon Johnson, Minneapolis, Minn.; Jack Stefan, Hackensack, N.J.; Joseph Weber, West Newton, Mass.; Ernest Haug, Pleasantville, N.J.; James Lucke, Warren, Pa.; Harry Buchanan, Frazer, Mont.; Robert Walker, Gallup, N.M.; Daniel Forbes, San Antonio, Texas; Roy

Higa, Honolulu, Hawaii, and Yoshia Murakami, Hilo, Hawaii.

—BREAD IS THE STAFF OF LIFE—

NEW JERSEY REQUIRES PIE WEIGHT MARKINGS

TRENTON, N.J.—Pies in package form must be marked with their net weight in order to comply with the terms of the net weight container law, the state department of weights and measures has pointed out.

"There is an apparent tendency on the part of bakers to ignore the requirement from the viewpoint that a pie is its own representation of quantity value," it was said in a directive to weights and measure officers throughout the state. "We contest this attitude because the weights of pies are variable and the purpose of our marking law is to give the consumer a gauge of value in his purchases of packaged commodities. Court action will be taken wherever violations are found."



Exceptional Bakery Flours

TWELVE-40 NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily Grain Storage 1,000,000 Bus.

DIXIE-PORTLAND FLOUR CO.

ARKANSAS CITY FLOUR
MILLS CO.
Arkansas City, Kansas

THE HIGGINSVILLE
FLOUR MILL
Higginville, Missouri

DIXIE-PORTLAND
FLOUR MILLS
Richmond, Virginia

Capacity 14,000 Sacks Daily

SOUTHERN OFFICES: Memphis, Tennessee

One Ideal source of supply for all your flour needs
FAMILY • BAKERS • CRACKERS • CAKE



SINCE 1885...

GOOD BAGS

GOOD SERVICE

... LASTING QUALITY

BURLAP AND COTTON BAGS OF ALL KINDS...

NEW OR USED—PRINTED OR PLAIN—LAMINATED

MENTE DAINTY PRINTS

Write, Wire or Phone Our Nearest Office for Latest Quotations

MENTE & CO., INC.

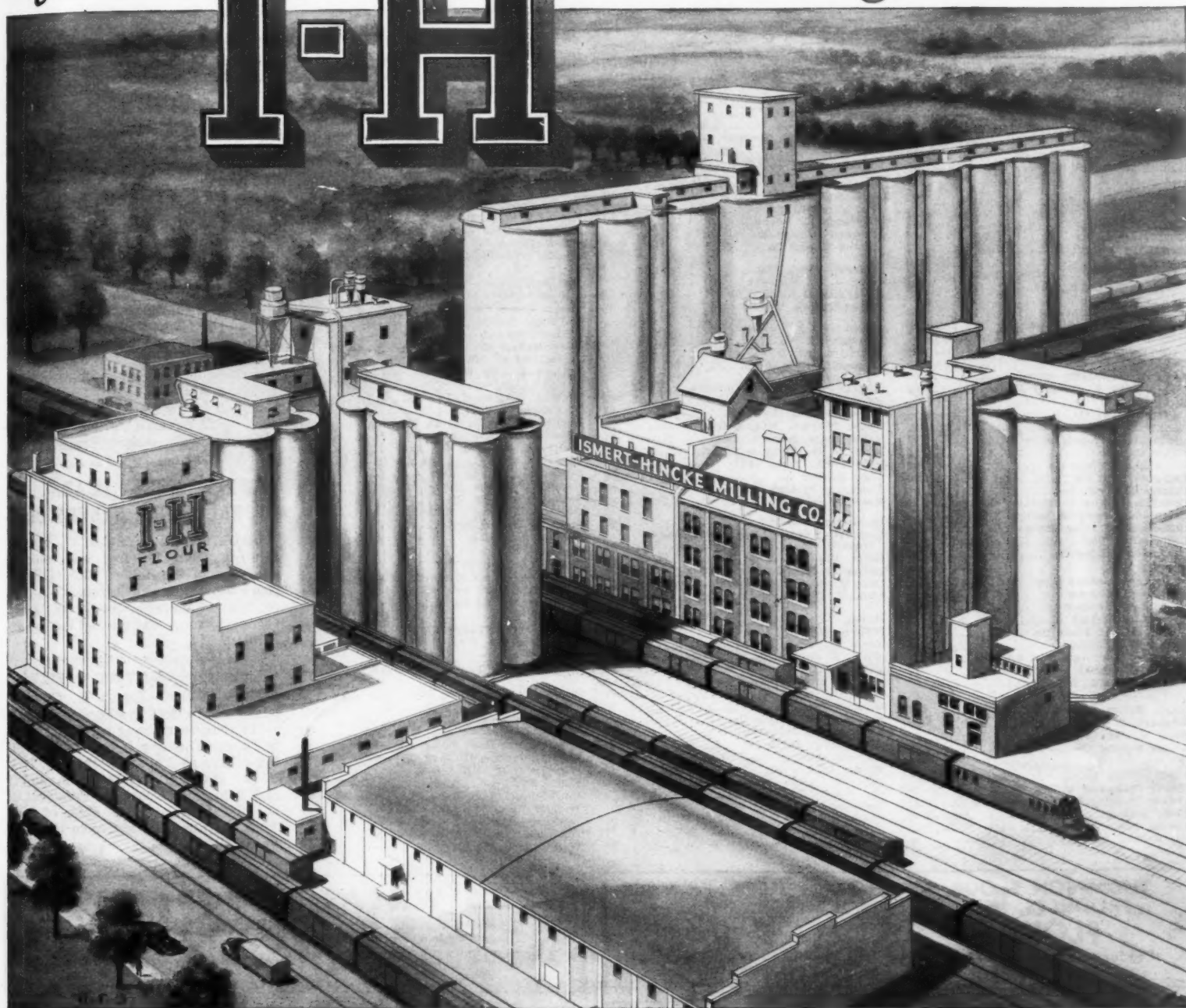
Isaac T. Rhea, President

Savannah

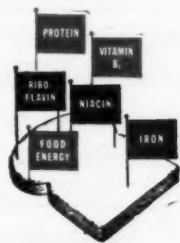
New Orleans

Houston

If it's **I-H** milled - it's "good" flour!



MILLS AT TOPEKA, KANSAS—7,500 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



Advertising Boosts Sales

Don't Neglect the Opportunity to Tie-In With the Millers' National Advertising Program

WE don't claim magic powers for I-H flours, but we do say, and we mean it: "I-H flours are milled by master craftsmen from the finest, selected wheats chosen for their better baking qualities." We have made it our goal to produce the finest flour humanly possible. That's why I-H quality shows up in better bread and smoother production operations.

THE ISMERT-HINCKE MILLING COMPANY
KANSAS CITY, MO.

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Chase Bag Co.	36	King Midas Flour Mills	78	Standard Brands, Inc.	18
Chickasha Milling Co.	84	King Milling Co.	84	Standard Milling Co.	42
Colborne Mfg. Co.	25	Knights, Samuel, & Sons, Inc.	84	Storwin Chemicals, Inc.	41
Coleman, David, Inc.	8	Koerner, John E., & Co.	62	Stock, F. W., and Sons	46
Colorado Milling & Elevator Co.	40			Strisik, S. R., Co.	84
Commander-Larabee Milling Co.	48	La Grange Mills	61		
Consolidated Flour Mills Co.	78	Laminated Bakery Package Research Council	78	Tennant & Hoyt Co.	36
Crete Mills, The	80	Lever Bros.	80	Textile Bag Manufacturers Assn.	49
Crookston Milling Co.	40	Lexington Mill & Elevator Co.	40	Thompson Flour Products, Inc.	84
		Lyon & Greenleaf Co., Inc.		Tri-State Milling Co.	48
Dairymen's League Coop. Assn., Inc.	80	Lysie, J. C., Milling Co.			
De Lissier, Andrew	84			Union Steel Products Co.	43
De Stefano, Ulysses	84	Maney Milling Co.	36	Urban, George, Milling Co.	40
Deutsch & Sichert	82	Mente & Co., Inc.	82		
Dixie-Portland Flour Co.	36	Merck & Co., Inc.	63	Voigt Milling Co.	
Dobry Flour Mills, Inc.	76	Michigan Chemical Corp.	62		
Doughnut Corporation of America.	48	Midland Flour Milling Co.	6	Wall-Rogalsky Milling Co.	3
Duluth Universal Milling Co.	51	Miner-Hillard Milling Co.	78	Walnut Creek Milling Co.	5
Duncan, Wm. C., & Co., Inc.	52	Mitchell, E. P., Co.	3	Wamego Milling Co.	84
	36	Montana Flour Mills Co.	44	Watson Higgins Milling Co.	46
Eagle Roller Mill Co.	78	Moore-Lowry Flour Mills Co.	84	Weber Flour Mills Co.	82
Eckhart, B. A., Milling Co.	80	Morris, Cliff H., & Co.	78	Western Milling Co.	80
Enns Milling Co.	76	Morrison Milling Co.	80	Western Star Mill Co.	84
Evans Milling Co.	40	Morten Milling Co.	76	White & Co.	40
	78	Myers, J., Ross, & Son.		Whitewater Flour Mills Co.	52
Fant Milling Co.	82			Wichita Flour Mills Co.	62
Fisher-Falgatter Milling Co.	7	National Almond Products Co.	78	Williams Bros. Co.	84
Fisher Flouring Mills Co.	40	National Cotton Council of America.	80	Williams, Cohen E., & Sons.	62
Flour Mills of America, Inc.	36	National Yeast Corp.		Wolf Milling Co.	62
Forbes Bros.-Central Mills Corp.		Nebraska Consolidated Mills Co.			
Ft. Morgan Mills					

KENTUCKY BAKERS PLAN CONVENTION FOR OCT. 1-3

NEWPORT, KY.—The annual convention of the Kentucky Master Bakers Assn., Inc., will be held Oct. 1-3 at the Seelbach Hotel in Louisville, it has been announced by M. J. Fickenscher, Newport, secretary of the group. The association is also planning a one-day meeting May 10 at Frankfort, Ky., in cooperation with the Memphis Master Bakers Assn.

—BREAD IS THE STAFF OF LIFE—

JOHN GODSTON RECEIVES PATENT FOR PROCESSES

NEW YORK—John Godston, food chemist and technologist and president of Godston Laboratories Corp., Staten Island, has been issued a patent for processes for clarifying impure sugar solutions. Since the application was filed, millions of gallons of molasses and syrups, including syrups for sugar, have been produced according to the patented processes and they are now also being used for the production of raisin and other new fruit-flavored sweeteners for raisin and dark wheat breads.

—BREAD IS THE STAFF OF LIFE—

EDWIN C. MUHLY HEADS BALTIMORE BAKERS CLUB

BALTIMORE—Edwin C. Muhly, Muhly's Gem Bakery, was elected president of the Bakers Club of Baltimore in the group's recent annual election of officers. George W. Beck, Beck's Bakery, was elected vice president.

—BREAD IS THE STAFF OF LIFE—

OPENS CONSULTING OFFICES

NEW YORK—Edgar G. Quesnel, who recently left the Borden Co. after 13 years' service as safety director, has opened his own industrial consulting offices at 350 Madison Ave., New York. He will specialize in safety and industrial relations. President of the Safety Executives Club of New York, he has been active in the safety field since 1921.

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